

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVI.

NEW YORK, JAN. 13, 1909.

No. 2.



Double Size Pages



Beginning with the April issue, pages of "The Delineator" will be **double former size**.

This means printing space $9\frac{3}{8}$ inches wide by $14\frac{1}{4}$ inches long—or 800 lines—in which to exploit your wares with **both merchants and women**.

"The Delineator" reaches women through the dry-goods and department stores where they trade.

Therefore, Advertising in "The Delineator" influences **both demand and distribution**.

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago

Watch
"The New Delineator"

\$892.00 a Year to Spend On Advertised Articles

Remember! On *advertised articles*. Not on rent, meat, carfare, lunches and "throwing a front"; but on furniture, carpets, package goods and other things that can be and are being advertised. \$892.00 a year!

And the farmers of Wisconsin have averaged this for five years. Do you know of any *city* where the average runs that high? Would a city full of \$2,000 a year men offer the advertiser an \$892.00 a year average after the rent, the meat, the gas, and the "good front" bills were paid?

Understand we are not picturing the farmer as a millionaire riding around in his auto—though several cars have been profitably advertised to Mr. Farmer in the past year. We recognize the overalls, but—we happen to know that he wears a trade-marked brand now.

What we say is this: When the cost of living has been deducted from the income of each of the average farmers of Wisconsin they offer the advertiser a better possibility than the average city man. A very small percentage of your general appropriation will prove that

The Wisconsin Agriculturist Sells Articles of Merit

to these same farmers, and that it is the *only* means of reaching them through advertising. Not 5 per cent of its 60,000 subscribers read any one of the general magazines, while more than 80 per cent read no general magazine at all (we will be glad to show you how we have proved this).

But what interests you most is what the farmers of Wisconsin do read. More than one-third read The Wisconsin Agriculturist—the *best third*. They read it not as a pastime, but as a business. It is their technical paper. They do not skip a line, because even the advertisement *may* contain a hint which will add \$50 or \$100 to their yearly income.

We would be glad to show the advertiser looking for new, rich fields to till how little it costs to reach the best third of the farmers of Wisconsin.

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher

Racine, Wisconsin

Geo. W. Herbert
Special Representative,
First National Bank Bldg., Chicago.

Wallace C. Richardson
Eastern Representative,
Temple Court, New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXVI.

NEW YORK, JAN. 13, 1909.

No. 2.

REAL CO-OPERATION WITH THE DEALER.

MARKED IMPROVEMENT IN THE RELATIONS EXISTING BETWEEN THE MANUFACTURER AND THE RETAILER—HOW TIME AND MONEY ARE SAVED TO BOTH BY WORKING TOGETHER—SOME EFFECTIVE ADVERTISING SCHEMES—MUTUAL HELPFULNESS AND WHAT IT IS DOING FOR BUSINESS MEN.

By George L. Louis.

What has made the manufacturer and the dealer partners?

What has increased the sales of both to an enormous extent?

Answer in both cases—*advertising*.

Selling from the manufacturer to the retailer no longer hinges entirely upon the technical details of merchandise or upon prices. The salesman is now confronted with the query, "What will you do for us, if we buy?" in other words, how much and what kind of advertising will be given with an order. Whereas, formerly, the entire time was consumed in haggling and dickering and arguing over the goods and their prices; now this is a matter of probably less than one-third of the time, the other two-thirds are occupied with selling talk—how the manufacturer will aid in disposing of the goods.

"Here's the article; now sell it," is what was implied in former transactions.

"Here's the article; now let's both get to work and sell it," is the definite proposition of to-day.

There is no one other phase of advertising that requires more careful attention than advertising for the merchant by the manufacturer. Three things have to be

considered—the interests of the manufacturer, the welfare of the retailer and the effect upon the consumer.

The great fault with local advertising by the wholesaler is that *the dealer is not made the factor of this publicity*. He is subordinated in a mechanical way that directly offsets all possibility of gaining the three things mentioned in the foregoing paragraph. The terms "For Sale By," "Agents For," "Represented By," followed by the merchant's name, serves no purpose save to show in a weak way where the goods are sold.

The secret of this sort of advertising is to make the merchant the main factor. The manufacturer must treat of himself very incidentally. Put the words of endorsement and recommendation in the mouth of the dealer; make *him* talk for and about your goods directly. Then you will have pleased the retailer by showing him, tangibly, that you are unselfishly working for his best interests.

You will have made him utter statements regarding your goods that he cannot refute without jeopardizing his interests. If a possible customer reads the dealer's statements in behalf of certain merchandise (statements which the manufacturer writes and publishes over the dealer's name), and is influenced to inspect the goods, it is plainly evident that the dealer cannot deny the statements that, to all intents and purposes, he has publicly made and signed. Hence the probability of trying to force a substitute is so small that we can reasonably assume the prevention of substitution altogether.

The court of the last resort is the local merchant. No matter how strenuous, how widespread or how forcible the cry is to "Look for our label" or "None genuine without this signature," etc., the customer is finally influenced by the retailer; his personal arguments can kill the written appeal of a distant manufacturer.

The trick in writing local advertising for dealers is to modify your statements so the merchant will not take exception to them, and yet make them emphatic enough so that he cannot get away from them.

Here's the best illustration of this that I have ever seen. A tailor-to-the-trade establishment that is conducting a local campaign for its agents, started a series of sixteen advertisements in the newspapers over the merchant's name, as follows:

"After a careful and thorough inspection of all the best lines of tailoring we have decided to feature the _____ Company's System. We are certain we can serve the best interests of our customers with their exceptionally fine fabrics—reliable tailoring and moderate prices which we will be able to offer with this line. We show various assortments of fabrics from several other good establishments, but believe our most critical patrons will be able to select their clothing from the _____ array of cloths satisfactorily. All our lines are now open for your examination and approval."

The representatives of this wholesale tailoring house could scarcely believe their eyes when this advertisement appeared in their local paper. Why, all their tailoring lines were being advertised! And how modest the terms regarding the _____ System. They were immensely pleased with the reference to their carefulness and thoroughness in selecting fabrics for their customers' wants. This tailoring system received dozens of letters from their agents expressing the highest approval for this kind of publicity.

But their efforts did not cease there. In a general letter on the value of advertising this tailoring concern urged its representatives to make every possible use of its advertising department. They of-

fered to write special advertisements and give practical suggestions and advice, on not only the tailoring line, but also on all other lines the dealer carried. About once a month letters with this offer in them were sent out.

The dealer was impressed with the fact that his interests were the manufacturer's interests; that they were co-partners and must work together. The enthusiasm and energy with which the merchants seized upon this proffered help, the noticeable lessening of complaints in every form, and the decided increase of orders, are ample proof of the wisdom of this undertaking.

In my experience in this matter of advertising for the local merchant I have found it is advisable to have the dealer bear a small part of the expense or, at least, have an active part in the advertising. The value and interest in the publicity is lessened in the dealer's estimation if it is done entirely by the manufacturer. There is an added value to it if he has some part of the burden of it. In two campaigns in successive seasons which I conducted, the entire publicity the first season entailed no expense or effort on the dealer's part; but the second season the cost of postage for mailing lists and a certain part of the arrangements with the newspaper was left to them. Although on practically the same basis and idea, the latter campaign was much more successful than the first, and gained the retailer's interest more actively.

If the manufacturer is sincere in his effort to work with the retailer, the latter will respond with equal earnestness.

The manufacturer and retailer have interests in common, and there is no reason why they should not work in harmony. By reason of his position the manufacturer must take the initiative and bear the greatest burden of the labor; but inasmuch as the manufacturer gains the greatest good from this co-operative plan, this is logical.

You need the dealer—he needs you; then get together!

\$20,000 Refused But \$200,000 Accepted

The advertising history of
**THE LADIES' HOME
JOURNAL** for *March*
is 200 columns of adver-
tising—20 columns had to
be declined.

1,300,000

was the last edition

every copy sold, without premiums,
combinations or clubs

**The Curtis Publishing Company
Philadelphia**

WHAT'S THE MATTER WITH HUYLER'S?

HERE IS A RIP VAN WINKLE ADVERTISER OF HIGH-CLASS GOODS WHO HAS BEEN ASLEEP FOR TWENTY-TWO YEARS—IT'S TIME TO WAKE HIM UP.

[EDITOR'S NOTE—This is not an attack upon Huyler's or any one connected with the concern. It is simply the first of a series of criticisms of various advertisers who are woefully neglecting their opportunities in the advertising field, and turning out advertising which belongs to the "before the flood" period of business. This series is written without personal bias or feeling, with no purpose but to provide object lessons of "dry rot" in business and advertising.]

By J. George Frederick.

Have you ever been in Union Square when one of those relics of a prehistoric New York generation—a rickety horse car—comes creeping out of its moss-back barn for its semi-daily journey over the back alleys of New York in order to preserve the franchise rights?

Well, if you have, you will undoubtedly have seen flip, flap, flopping from the rear roof of this astonishing Rip Van Winkle of transportation a tin flag advertising streamer, bent and squeaking. One side of this fossilized sign says "Fresh Every Hour," and the other side says, "Huyler's."

You must be a wooden Indian or an undertaker if the sight doesn't make you laugh. If you are an advertising man you laugh twice—once at the horse car, and again, loudest and longest, at the faded, jaded, ghostly sign and the figurative significance of what it so pitifully says. "Fresh every hour" seems like a paradox from Mark Twain, when you know that the Huyler advertising has not been served up fresh since the time many of us were wearing knee pants and making mud pies.

Years have rolled in, and years have rolled out since then; advertising has developed as much above the Huyler idea as electricity has developed above Franklin's kite and key. And yet to-day the Huyler advertising is as *naïve*, as childlike, as wooden and leaden and stupid as ever advertising was

in the days of dank, crass advertising ignorance.

Tell this to those who are responsible for it, and they may get purple in the face, push out their chest until they look like a pouter pigeon; and with an air of offended dignity that you could cut with a knife, like cheese, show you the door. Mind, I say, they *may* do this.

Surrounded with every evidence of a comfortable prosperity, smug and corn-fattened with a generous salary, the men who guide the marketing fortunes of concerns like Huyler's regard every effort to show them new avenues to profit in keeping with the changes of modern merchandising as an impertinent interference with their divine right to advertise as they please. They are auto-intoxicated with the fact that they are prosperous, and that this prosperity is a supreme vindication of their advertising policy. They have neither the eyes to see, nor the inclination to see through any one else's eyes, that their kind of advertising has as much to do with their prosperity as the moon has to do with daylight.

The Huyler advertising has been in the same hands for twenty-two years, from the time it first began to advertise; and it is only kindness that prompts us to refrain from specifying in what kind of hands it has been. The most that we can say is "she hath done what she could."

All the long procession of advertising men, good, bad and indifferent, have made trails to the door of Huyler's fired with dreams and drawings, copy and campaigns, persistence and nerve, until one were almost persuaded that Huyler's were justified in their amazing stand-pat policy which overwhelmingly out-Cannons Joe Cannon.

But for all these years of disputatious dalliance there is not one small crust to show for results. One by one the advertising men have lost heart, and the trail to Huyler's has become moss-grown and lonely, except for the occasional dash of a joyous young buck, convinced that he is Sieg-

If your goods are right;
prices right; service
right; the right way
to reach the right market is to
use the right kind of advertising
in the right newspaper — the
newspaper that goes into the
homes of **Philadelphia**

The Bulletin

**Net Paid Average for
1908**

**240,797 COPIES
A DAY**

The Bulletin circulation figures are net;
all damaged, unsold, free and returned copies
have been omitted.

WILLIAM L. McLEAN, Publisher

fried selected by the gods to spear the dragon in his den, and that all the young bucks and old bucks who have gone before him to defeat were elephant-fingered fat-heads.

But Napoleon's retreat from Moscow through the snowstorms is a pipe compared to the backing away of these young bucks after

but I suspect that the Christmas ad which appeared in the magazines was nothing else but an electro which, by some strange miracle, escaped the hell-box at the printer's, after having led a useful life as an ad in *Godey's Magazine* in some paleontological age long past.

The street car ads are no better—bizarre color work which does no more justice to Huyler's than to the wares of a "five-for-a-cent" school candy shop.

In plain words the entire scope of Huyler's advertising is puerile and disgraceful—as sorry a spectacle as a horse ready for the mattress factory drawing a king's barouche. For the advertising is no better than an equine candidate for the bone yard, while the candy itself is really as fine as a king's barouche. It is this fact which makes the Huyler situation so sor-

A Holiday Necessity

A BOX OF



Huyler's
UNEQUALLED
CANDIES
Fancy Boxes & Baskets in all
Sizes & at all Prices in large
variety of Designs
SOLD BY OUR
AUTHORIZED SALES AGENTS EVERYWHERE
& AT ANY OF OUR FIFTY RETAIL STORES

being closeted in the Huyler advertising reception refrigerator for a short space, and coming into contact with the Greenland's icy mountains of complacent pomposity which broods o'er the Huyler dugout.

Now just get the nursery logic of the Huyler advertising idea. They believe in advertising, Oh, yes, to be sure, certainly, of course! Their quarter pages are running in a considerable list of magazines, and they use almost every other kind of advertising. The advertising is scrupulously placed, from one end of the year to the other. But what *kind* of advertising? Is *anything* advertising? It would seem so. The magazine quarter pages are as attractive as a smudge from an ink roller.

I have no means of proving it,

**Made to Eat—
Not to Keep**



Huyler's
World Famed
Candies

**Bottom layer Brings forth
as many delicious morsels
& surprises as top layer—**

**SOLD BY OUR SALES AGENTS EVERYWHERE
& AT OUR 50 RETAIL STORES.**

ry and exasperating. If the concern was as thorough in its consideration of its advertising as it is in the making of fine sweets, the Huyler advertising would be most wonderfully different. They take advice from a professional man even in the matter of their steam radiators—why is it so desperately hard for them to see

and remedy their advertising lacks?

There is a fine plant, fifty retail stores and many—several hundred—agencies. The candies are very good indeed. Some strong, sure advertising would make a remarkable difference in the sales, if campaigned carefully. Of this there is no more doubt than that a famous speaker will get hearers and converts if he will only make a speaking tour and talk effectively. Few people don't know Huyler's, but only a small percentage buy them. The market is as poorly tapped as a hogshead of cider being sucked with a straw.

The Huyler people began advertising years ago, and first used theatre programs. The absence of serious competition enabled them to build up a business which outdistances the newer ones in the field—many of whom, are, unfortunately, doing just as bad advertising as Huyler's.

One of these days Huyler's will realize that they have a serious and powerful competitor, then some things will happen. Huyler's will either take second place, or else it will do what has happened over and over again in other concerns—it will wake up and adjust itself to the times and use the powerful resources, of really effective advertising.

The Star Company, publisher of William R. Hearst's New York *American*, has been ordered by the Grand Jury to answer a charge of criminal libel. The indictment is based on a complaint filed by John D. Rockefeller, Jr., about an article printed in the *American* a few weeks ago connecting him with a system of alleged peonage existing in a plant of the Corn Products Company, near Chicago.

The Woonsocket (R. I.) Evening Call, has absorbed its rival, the Woonsocket Reporter. A. J. McConnell, the president of the publishing company, and S. E. Hudson, the treasurer, now hold a controlling interest in the publication.

Walter F. Nurzey, who for the past four years has been assistant publisher of the *Buffalo Express*, has resigned in order to become business manager of the *Buffalo Times*, with which he was formerly connected for over a quarter of a century. T. M. Clark, whom Mr. Nurzey succeeds, has been made general manager.

WESTERN CITIES TO ADVERTISE.

Mr. B. D. Butler, General Manager of the Clover Leaf newspapers, states that a number of the Western cities will soon take up regular advertising campaigns, in which the Merchants' Associations and other Associations are much interested, in the endeavor to secure more manufacturing industries for their respective cities and to attract Easterners to move them.

In some of the cities in which Mr. Butler has newspapers these campaigns are already under way, and he predicts that within the next few years the population of these different cities will increase very rapidly, owing to the advertising which they will do.

The Clover Leaf list also includes a number of Farm publications, of which the *Prairie Farmer* is one—probably one of the best known agricultural publications in the country.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office: KNICKERBOCKER THEATRE BUILDING, New York City.

1908 THE WORLD'S Greatest Year! 1908

The net paid weekday circulation of The World, morning edition, for 1908, averaged for the whole year

352,361

copies per day, all exchange, free and unsold papers deducted, an increase over 1907, of

20,012 PER DAY

The World's Net Paid Weekday Average for 10 Years
(Excluding Both Evening and Sunday)



PRIVATE OFFICE.

New York
December 31, 1908

I have this morning received the circulation statement of The World for December 31, 1908, and the circulation for the whole year, 1908, of The World Publishing Company, New York.

I am glad that the net paid average circulation of The World for the whole year of 1908, 352,361, is an increase over the net paid average circulation of 1907, of 20,012 per day.

Very truly yours,

20 012 PER DAY

The World's Net Paid Weekday Average for 10 Years

(Excluding Both Evening and Sunday)

1899	1900	1901	1902	1903	1904	1905	1906	1907	1908
234,598	241,462	244,981	253,864	264,473	285,828	290,485	303,670	332,349	352,361

Net Paid Increase in Ten Years, 117,763 Per Day!

Correct: J. Angus Shaw, Sec.-Treas.; N. H. Botsford, Auditor

Sworn to before me this 31st day of December, 1908, G. C. Fiegel, Notary Public.

WHAT DO THESE FACTS MEAN COMPARATIVELY?

- 1st. That the net paid regular average City circulation of The World is more than DOUBLE that of any other morning paper in Greater New York.
- 2d. That it is five times as large as that of our esteemed contemporary the Herald.
- 3d. That it is as large as the city circulation of the Herald, Tribune, Times, Press and Sun COMBINED.
- 4th. That nearly one-half of all the morning newspapers read at New York City breakfast tables are WORLDS.
- 5th. That The World's city circulation alone equals more than half the total vote for President in Greater New York in 1908.

The World's Motto Published for the Last 20 Years: "Circulation Books Open to All."

The World's Want Advertisement Record in Presidential Years:

Total Printed: 1900—874,958; 1904—928,643; 1908—1,200,873

(No paper here or abroad equals this record of 1908)

1883—Total Advertisements Printed in 25 Years, 21,610,843—1908

ADVERTISING ARTISTS' WORK EXHIBITED.

"If such men as Kenyon Cox will make advertising designs and avow them before gods and men, why should lesser artistic lights affect to scorn commercial work?"

This question probably occurred to many visitors to the second annual exhibition of advertising art which was opened January 5th at the National Arts Club, 119 East Nineteenth Street, New York. Despite the heavy rain and the unseasonable stuffiness of the air, there was a good attendance.

Early in the evening a brief reception was held at which informal speeches were made by Ray Brown, sub-editor of *Everybody's Magazine*, and William Martin Johnson, formerly of the *Ladies' Home Journal* and the *Delineator*.

By this display, as by its predecessors, the club seeks to show that good advertising may also be good art. It is notorious that many an artistic atrocity is a capital advertisement, while many a beautiful bit of drawing and composition utterly fails to sell goods.

But the club holds that there is really no conflict between art and business; that beauty and salesmanship may jog along comfortably in double harness.

Pictorial evidence to support this theory was spread upon the walls of three rooms on the main floor of the pretty club house. There were bold and original designs for covers of catalogues and booklets; studies for posters; black and white designs for newspaper advertisements, and wash drawings as carefully worked out in detail, as book illustrations, for magazine advertisements.

Visitors old enough to remember the poster craze that swept over the land several years ago noted a distinct improvement in one respect over the older commercial art. The tendency of art to trample business under foot had been largely overcome, and even in the most elaborate designs the advertiser had a run for his money.

Thus Kenyon Cox's drawing to

be used on window signs and postal cards to advertise the Copley prints is a thing of beauty, but it is also conveniently arranged for mortising so as to give plenty of room for the text of an ad.

Maxfield Parish is represented by several characteristic sketches, as is also Edward Penfield. Among Mr. Penfield's contributions were the original drawings for Knapp-Felt Hats.

J. J. Gould, an illustrator who has only lately taken to advertising work, sent to the exhibition the originals of the new magazine drawings advertising the Edison phonographs. Among them were "Why the Mail Was Late," and "Marching Through Georgia." The mail was late because the postman, straddling a chair, was listening to the phonograph. In the other picture a veteran is waving his cane as the notes of the old war melody come from the horn.

Mrs. Anna Burnham Westerman draws fashion pictures. Far be it from a mere man to offer judgment on the details of dress-making, the tucks and pleats and back draperies and what not. But at least it may be said that Mrs. Westerman's women are not lay figures, but real women of flesh and blood and bones and nerves.

Six designs in color made by Will Bradley for the last Easter number of *Collier's Weekly* were framed together. They included front and back covers for the periodical and some advertisements harmonizing with them in general style.

Walter Fawcett contributed some bright little sketches for newspaper advertisements, and John Wildhack sent several designs, including a cover for "The Little Brown Jug at Kildare" and a study of Maude Adams in "Peter Pan."

Theatre posters and newspaper designs signed by F. J. Cooper were admired for their vigor and unconventionality. It was said that the posters were drawn at the request of managers who had got tired of the stereotyped productions of the lithographers.

An exhibit of foreign posters in the south gallery included some examples of French work by Mucha, Chéret and others which have all the vigor, freedom and technical excellence for which French art is noted, while at the same time they serve admirably the purposes of advertisers. Less familiar to American eyes are some Hungarian posters, as different in conception and finish from the business art of this country as the Czardas from the Saratoga lancers.

Doubleday, Page & Co. had an exhibit of the Lumière process by which photographs are made in color direct from nature. The pictures were on glass. Plates for the foundation dull-color work are made direct from the photograph by light that reaches the camera through the glass. The possibilities of this process when applied to advertising were illustrated by proofs of designs made for the Tiffany Studios, New York; the Pontusac Woolen Manufacturing Company, Pittsfield, Mass.; the Northwestern Knitting Mills, and Taylor Brothers, candy makers, Battle Creek, Mich.

The exhibition will be continued until January 21.

DOINGS OF AD CLUBS.

The Kansas City Advertising Club, at its recent luncheon, listened to five-minute speeches by W. H. Hoffstot, manager United Factories Company; J. M. Stelle, manager American College of Dressmaking; F. I. Moore, manager Jones Brothers' Mercantile Company; W. G. Bryan, advertising manager the Kansas City Journal; H. C. Frick, manager National Railway Training Association, and L. L. Byram, manager Gray Realty Company.

The Advertisers' Club of Cincinnati is in the midst of the annual season of campaigning. Two tickets have been placed in the field, and the battle of the Reds and Blues is in progress. Here are the rival tickets:

REGULAR.

President.....E. E. Finch
1st Vice-President...C. L. Downey
2d Vice-Pres't...Louis H. Bardes
Treasurer.....Meyer Lesser
Financial Sec'y.....J. R. Tomlin
Recording Sec'y.....H. E. Hall
Board of Governors: George Golde, C. Oskamp Daller, J. M. Gidding, H. C. Menefee and J. D. Englebert.

INDEPENDENT.

President.....Ren Mulford, Jr.
1st Vice-President..Geo. Weedon
2d Vice-President...C. L. Watson
Treasurer.....H. W. Jenisch
Financial Sec'y.....C. W. Payne
Recording Sec'y.....H. E. Hall
Board of Governors: W. C. Sampson, J. M. Gidding, R. L. Prather, Phil Morton and Louis Bossard.

Before the old administration lets go, the greatest function in the history of the club is planned. William Thompson, of "A Kalamazoo Direct to You" fame, is to be one of the chief speakers at a dinner to which the business interests of the city will be invited. Mr. Thompson is to talk on "Advertising from a Manufacturer's Standpoint."

Cincinnati is preparing to send a big delegation to the convention of the Central Division, Associated Advertising Clubs of America, at Indianapolis, February 16 and 17. The committee in charge consists of E. R. Blaine, W. F. Chambers, H. C. Menefee, S. H. Freeman and Frank M. Boutelle.

Jay Lee Cross was the principal speaker at the recent dinner of the Cleveland Ad Club. In his address he described experiments in the forms and colors that are the most attractive in advertising. These experiments are to be continued until definite conclusions can be reached on many disputed points.

The Des Moines Admen's Club has elected these officers for 1909: Joshua Runyan, president; C. E. Witham, vice-president; A. B. Freeman, treasurer; A. M. Dahl, secretary; directors, Toby Jacobs, Philip Oster, O. R. McDonald, J. W. Copeland and G. F. Slavin.

Some Facts About Boston and the Boston Daily and Sunday Globe

There are more people living within 50 miles of Boston than within the same distance of any other American city, with the single exception of New York.

The per capita wealth of the people of Boston is greater than that of any other American city. ONE TWENTIETH of the wealth of the United States is within 50 miles of Boston.

Boston is the center of the wealthiest and the best purchasing community in the United States. In this rich field the Boston Globe is the leading advertising medium.

The Total Advertising in the Four Boston Newspapers, having Daily and Sunday Editions, during 1908 was :

Figured in Columns		Figured in Lines	
Globe .	22,450 Cols.	Globe	6,869,700 Lines
2d . . .	15,005 Cols.	2d . .	4,426,475 Lines
3d . . .	14,303½ Cols.	3d . .	4,291,125 Lines
4th . .	11,710½ Cols.	4th . .	3,278,870 Lines

During 1908 THE BOSTON GLOBE printed 7,445 MORE COLUMNS or 2,443,225 MORE LINES of advertising than any other Boston newspaper.

AS A WANT MEDIUM the Boston Globe is unsurpassed. The total number of want advertisements printed in the Boston Globe during 1908 was 417,908. This was 233,144 or more THAN TWICE THE NUMBER printed by any other Boston newspaper.

The average circulation of the Daily Globe during 1908 was 176,297, the LARGEST OF ANY TWO-CENT NEWSPAPER in the United States.

The Daily Globe is circulated in the homes of Boston and the surrounding territory among the people who answer advertisements and who have the money with which to respond to them.

The average circulation of the Sunday Globe during 1908 was 319,790, by far the largest in New England, and equalled by not more than four Sunday newspapers in the United States.

It is an Acknowledged Fact That the Boston Sunday Globe

Is one of the greatest advertising mediums in the world and that it covers Boston and New England better than any other one publication.

The following figures will give you some idea of the size of the Boston Globe's business.

To print the editions of the Daily and Sunday Globe during 1908

Over 30,000,000 Pounds of White Paper

were used. The presses of the Boston Globe during the year ending December 31, 1908, printed the equivalent of

226,502,378 Eight-Page Papers

The paper used by the Boston Globe during 1908 if laid out in a line one page wide would extend over

A Distance of 339,610 $\frac{1}{2}$ Miles

The Boston Globe is one of the best advertising mediums in the world. Globe want advertisements bring phenomenal results. Good display advertising in the Globe always brings satisfactory returns.

If You Want to Increase Your Business

in the Boston and the New England field during 1909, increase your advertising appropriation for the Boston Globe.

HELPING PEOPLE TO SAVE.

HOW THE FORTUNE COLONY, ORGANIZED BY RICHARD WIGHTMAN, ENCOURAGES THOSE HAVING SMALL INCOMES TO ACCUMULATE MONEY—MEMBERSHIP DIVIDED INTO THREE CLASSES ACCORDING TO AMOUNT TO BE SAVED—GOLD BONDS OF THE AMERICAN REAL ESTATE CO. THE BASIS OF INVESTMENT.

The Fortune Colony, whose announcements recently made their first appearance in the magazines, is an organization to help people save money along systematic lines, and was brought into existence to meet a condition.

It is the experience of every advertiser of high-class investments that his announcements do not attract the attention or arouse the interest of the vast number of people who are able and willing to accumulate reserve capital, but who do not consider themselves investors, and therefore are not interested in the stereotyped financial announcements.

The American Real Estate Company has been advertising its 6 per cent Gold Bonds in the magazines for a number of years, and with considerable success. But it has realized for a long time that its advertising was not reaching thousands of people who ought to be interested in buying its bonds, yet who have spare funds that would be invested in bonds of this kind if they were only approached in a way that would get their attention long enough to explain the advantages of this form of investment.

An organization like the Fortune Colony seemed the best solution of the problem. The idea behind it made it possible to present the advantages of investment in A. R. E. bonds in a way which, while not of special interest to the investor, strikes a responsive chord in every man and woman who is able and anxious to save in a safe and systematic way on a monthly basis, where an appeal of another sort would not interest them.

The Colony idea and literature

originated with Richard Wightman, who a few years ago devised a similar plan to sell life insurance and proved that everybody was wrong who thought that life insurance could not be sold by mail.

The first announcement appeared in the *Outlook* in September, and immediately brought threefold the returns usually secured from bond advertising. The *Saturday Evening Post* and *Literary Digest* were then used with almost equal success, and other mediums are now being tried out.

"The idea of the Fortune Colony," said Mr. Wightman when interviewed, "is based upon the theory that there are lots of people who are wanting, willing and waiting to be helped to accomplish a definite financial purpose, but who hesitate to go it alone. There is not only 'safety in numbers,' but also enthusiasm and success.

"There are hundreds of thousands of people wanting a method of saving. As we say in our booklet, 'The Fortune Colony is for men and women of high purpose, engaged in various professions and calling, who desire to organize their lives on the financial side and adopt a plan by which they may accumulate a definite sum of money in a definite time.'

"The men and women we are trying to reach are those who can save, and want to save a certain amount, regularly, with a definite end in view. We come to them with a definite plan to save a definite amount regularly and accumulate a definite sum in a definite number of years.

"Most of the people who answer a Fortune Colony advertisement would probably never read and never think of answering an ordinary advertisement of bonds. We approach them from a different angle. All our advertisements and follow-up literature lay the greatest emphasis upon the advantages of joining the Fortune Colony—incidentally explaining that all members get the Accumulative Gold Bonds of the American Real Estate Com-

pany. We show the reader that the advantage of joining the Fortune Colony is that members do not have to first save a large amount in order to invest it where it will bring a small return—but start with the small amount and place it where it will accumulate and bring the large return.

"Membership in the Fortune Colony is divided into three classes: Class A is for those who desire to accumulate \$1,000 in ten years; Class B for those who desire to accumulate \$2,000 in ten years, and Class C for those who wish to accumulate larger

—and there is a different form of application for each class. The application blank for Class A, for example, says:

"I desire to be a member of the Fortune Colony of Class A and have an Accumulative Gold Bond for \$1,000 issued to me by the American Real Estate Company, the full amount of same being payable to me in cash at the expiration of ten years from the date of my acceptance as a member of the Fortune Colony.

"I understand that the amount of my monthly instalment, as a member of Class A, will be \$6.13, which amount I enclose herewith in the form of (—); also, that if for any reason I cannot be accepted as a member, my remittance will be returned to me."

"The form of this application makes it unnecessary for the applicant to write any letter. So complete and clear is the booklet and the method of joining that nine out of ten members come in with only this application blank filled out and the money—no letter or other explanation."

The booklet of the Fortune Colony sets forth its mission in a most attractive and quaintly persuasive manner, and the necessarily attendant "cold facts" are interspersed here and there with delightful bits of "homespun" philosophy. All the literature of the Fortune Colony, for that matter, carries a note of sincerity that unconsciously breaks through the wall of conservatism and hesitation that surrounds every cautious person when approached on the subject of money matters or investments.

There's an upward lift to it all, a warm, friendly atmosphere and a feeling of good fellowship that makes a person "want to belong."

The banker or any one else who is trying to interest people in the subject of investment and thrift will find a wealth of material in this booklet. It is full of such gems as the following:

"What Happens to a Member in Class A.

"Let us suppose, for illustration, that the member is Miss Mary Phelps, of Pasadena, California, who, by the way, lives in a charming little bungalow on North Marengo Avenue. Miss Phelps picks up one of the standard magazines and comes upon the announcement of the Fortune Colony. It appeals to her sense of thrift and she answers it. Promptly, through the mail, she receives the booklet 'How to Build a Fortune

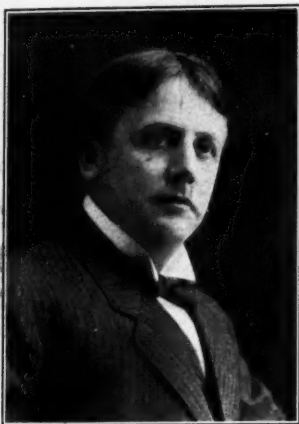


Photo copyright by Marceau

RICHARD WIGHTMAN.
President of The Fortune Colony.

amounts. When a person answers one of our ads, we send them the booklet 'How to Build a Fortune in Ten Years,' together with a letter and special invitation to membership.

"This booklet and invitation to membership make our proposition so entirely clear and plain that there can be no doubt in the mind of the applicant about the object of the Fortune Colony, the method of joining it or the advantages of becoming a member. These invitations or applications for membership state very simply what is required of each applicant

in Ten Years,' and an invitation to membership. Her judgment approves the Colony plan for systematic saving and steady interest-earning, and she decides that she can manage to set apart from her earnings the sum of \$6.13 monthly. So she procures a postal order for this amount and mails it to the Fortune Colony together with her application for membership in Class A.

"In due season as soon as her application has been approved, she receives from the Colony a bond for \$1,000, issued by the American Real Estate Company of New York, the full amount of which is payable to her in gold coin at the end of ten years. Then, in the

completion of the contract, Miss Phelps sends \$6.13 every month. During the ten years she will put in, in these easy monthly payments, the sum of \$735.60, and at the end of that time she will take out in cash the materially larger sum of \$1,000.

The difference between what she pays and what she gets is the accumulated interest at 6 per cent compounded annually, which interest begins to pile up from the very minute her first monthly instalment of \$6.13 is received by the Fortune Colony. As this is about twice as well as she could do by leaving her money in a savings bank Miss Phelps is naturally pleased with her member-

The Fortune Colony

Its Symbol and Purpose

THE Puritans were a sturdy, thrifty folk.

They "got on" in the world.

It was a part of their religion to "do well."

They were not fond of the folly of shiftlessness.

Few of them were rich, but most of them were well-to-do.

They worked with their hands, paid their debts and looked their neighbors in the eye.

Fine types of men and women they were!

So much for the Puritans. Now about *yourself*.

Are you "doing well?" Are you "getting on?"

Are you planning to be "well-to-do?"

These are personal questions, I know, but I ask them in the spirit of good-will and helpfulness, and you need not answer them any way—except to yourself.

The Fortune Colony of the City of New York is busy with the worthy task of encouraging thrift and real success among men and women everywhere. It offers to its members a well-defined plan by which they may save some of the money they earn and get more to put with it.

Upon the stationery and printed matter sent out by The Fortune Colony are reproduced the idealized portraits of John Alden and Priscilla, who got married and went to house-keeping in Plymouth in the spring of 1621. These historical faces, typical of the best in American life, form the symbol of our organization and we are proud of it and want to have it known in every home.

I would like to have a letter or post-card from every man, woman and young person in the country who aspires to be financially successful in a worthy way, asking for our booklet entitled "How to Build a Fortune in Ten Years." It will be sent free, and then, well—you will know just how to become a member of The Fortune Colony and how much your membership will mean to you.

May I have the letter?



Address:

Richard Wightman
The Fortune Colony
of the City of New York

Richard Wightman, President

437-S Fifth Avenue, New York City

One of the magazine ads.



MEMBERSHIP in The Fortune Colony is divided into three Classes—Class A, Class B and Class C. These Classes are sub-divided into Sections, each with a limited membership.

Class A (Section One) consists of Members who elect to build for themselves, through The Fortune Colony, little fortunes of \$1,000 each. Section One, Class A, is strictly limited to 600 Memberships.

Class B (Section One) consists of Members who decide on \$2,000 as the amount they wish to acquire, and is limited to 300 Memberships.

Class C (Section One) consists of Members who wish to build fortunes of larger amounts and is limited to 100 Memberships.

Back of all Memberships, guaranteeing them, are the interest-bearing Gold Bonds of a great business corporation famed throughout the world for commercial strength and fidelity and having ASSETS OF MORE THAN TEN MILLIONS OF DOLLARS.

Applications for Membership in The Fortune Colony may be mailed from any Post Office in the world. But first write for booklet "How to Build a Fortune in Ten Years." Men, women and young people engaged in all trades and callings are eligible for Membership. Upon the approval of an application for Membership the Member becomes immediately a fortune-builder, and is associated in strong financial fellowship with thrifty people of intelligence and character, who have decided not to let their money interests go haphazard, but rather to work them out systematically to an ample and satisfying result, thus realizing in their lives worthy personal success and economic justice.

ship, and all the time she has been a real, live bondholder and associated with an organization made up of the very best type of high-minded men and women throughout the country.

"If we could strike hands with you, look into your eyes, and talk to you with our lips about the Fortune Colony, it would give us a whole lot of real pleasure. But this we cannot do. You live too far away. Therefore we are sending you this book which you will find to be a sort of informal prescription for your personal prosperity.

"Our members are enthusiasts on the subject of thrift, real artists in the matter of keeping the wolf from the door, and that is the kind of members we want more of—men and women whose blood leaps at the possibility of having enough of this world's goods to be comfortable and independent.

"How far do you live from New York anyway? Ten miles? One hundred miles? One thousand miles? Three thousand miles? Well, it doesn't matter how far it is. We have members everywhere.

"A bond is the promise of a corporation under seal to pay you a certain sum of money at a certain time—also interest. If you dig around in the safe deposit boxes of the wealthy people of this day and generation you will find bonds—plenty of them—bonds. Every member of the Fortune Colony is a bondholder—don't forget that—a bondholder,

"It isn't far to poverty but thrift is nearer still.

"It is seeking you—tugging at your sleeve. The way to turn around and say 'Yes' is to apply for membership in the Fortune Colony and thereby secure an accumulative gold bond issued by the American Real Estate Company and payable in cash to you yourself at the end of ten years.

"Ten years from to-day you will not be exactly what you are right now. There will be more lines in your face and your body will be battered some. The spirit-part of you will be also different. Your capacity for happiness—your ability to harmonize yourself with the universe—will either be increased or lessened. And—financially—you will either have less money or more. And these are matters which are mostly up to you.

"Our lives are plastic like clay, malleable like iron. We can do with them almost as we will. A man is a fool to live badly, to make a bad life when he might just as well make a good one. And it is fine sport, too, to turn out of the factory of the will a life which looks well and emits sweet odors.

"All successful people are positive. They decide on a plan and pursue it, up hill and down. At every forward step they gain strength. They are wise enough to laugh at obstacles. They gain the goal for which they are mak-

ing. And then—lo, more goals appear! It is the goal proposition that makes life interesting."

The spirit and earnestness of Mr. Wightman's appeal to thoughtful people on the subject of systematic saving is well illustrated by the following from one of his follow-up pieces:

"I put a certain fervor into the work of the Fortune Colony—not fever, just fervor.

"Personally I could live a long time—in every sense of the word—if not one other man or woman joined the Colony.

"Well, then, you say, why do you stick to it? Isn't it business with you.

"Yes, it is business. But it is more than business—it is a cause.

"The *Saturday Evening Post* has given a good deal of space lately to how people lose their money—in this thing; in that thing; in the other thing. Other periodicals have, too.

"The fact is, the public is easy, and untutored in the matter of saving its savings safely.

"Up bobs some speculative proposition with gilt fringe on it and a hole in the center, and into the hole goes the public's money and never comes out again, and then the public wrings its hands—and pretty soon does the same thing all over again.

"On every side is loss, loss, loss—and loss hits hard when it strikes a poor man or woman; that is what I said—it hits hard.

"Now, if a man knows an absolutely safe place for the people's money—an absolutely safe place, where it can go in and come out again bringing assured and fixed earnings with it—he ought to tell the people about it, oughtn't he, and tell them strong?"

WHO ARE POLYGLOT PRINTERS?

GILBERT PUBLISHING COMPANY,
802 Pacific Building.
SAN FRANCISCO, Dec. 31, 1908.

Editor of PRINTERS' INK:

We are contemplating the publication of a book in four languages, viz.: English, German, French and Spanish, and it has occurred to us that you could give us the name and address of a concern competent to set this book in these four languages. The concern must also be competent to electotype the plates.

It will place us under obligations to you if you can give us this information.

Yours very truly,
GILBERT PUBLISHING COMPANY.
Per W. B. Gilbert, Pres.

Although the American list for the Lydia E. Pinkham business has been completed, the James T. Wetherald Agency is considering Canadian papers this month. All this Canadian advertising is placed through the McKim Agency in Montreal.

TAKING ADVANTAGE OF NATIONAL ADVERTISING.

By J. Herbert Toal.

Advertising Manager Babcock, Hinds & Underwood, Binghamton, N. Y.

How to best take advantage of the national advertising done by manufacturers is a problem to which some dealers are devoting considerable attention.

After careful study we have adopted a plan commended by the Quoin Club which has proved effective, as shown by the evidence of actual inquiries, in squeezing the juice from national advertising.

The idea is this: "You have just read that magazine ad and you want the article; so come to our store and see it." Thus our clerks get the desired chance to clinch a sale.

Just before Christmas I used a temporary three-column wide, ten inch deep ad, of which the following is a miniature reproduction, giving a list of articles suitable for Christmas gifts.

day, of which the following are samples:

YOUR WANTS

Certainly we sell advertised hardware. We try to sell what you want. See the following:

Amatite Roofing
Goodform Sets
Rubberoid Roofing
Neverslip Goods
Welsbach Lights
Can't Slip Calks
Boker's Cutlery
L. F. & Clark Carving Sets
Starrett Tools

THE BIG HARDWARE STORE

Babcock, Hinds & Underwood
Washington St., near Court.

WE HAVE IT

Trying to sell what you want is our job—Yours is to tell us your wants.

Some advertised goods in stock:

Aluminum Ware
Devco Paint
Ham's Lanterns
Yankee Tools
Wheelock Tree Guards
Old English Floor Wax
Buffalo Chafing Dishes
Silver Cream Polish
Corbin Hardware

THE BIG HARDWARE STORE

Babcock, Hinds & Underwood
Washington St., near Court.

These, of course, change with the seasons and the advent of newly added goods which are nationally advertised. This series runs in addition to the regular advertising and we believe they are "issers."

Robert H. Wood, who is well known in the Eastern advertising field, has joined the advertising staff of the *Illustrated Sunday Magazine*, New York.

Frederic Slickner, of PRINTERS' INK's business staff, has resigned his position in order to become Western representative of the Klaxton Warning Signal Co., with headquarters in Chicago.

Cal. J. McCarthy, advertising manager of the Lewis Publishing Co., of St. Louis, writes PRINTERS' INK as follows: "I want to take this opportunity of complimenting the new PRINTERS' INK on the splendid publication it is giving the advertising fraternity. PRINTERS' INK was always good, and I didn't think it could be improved upon. I have been pleasantly surprised, however, to find that the contents have become more clever and interesting."

WORTH WHILE

Christmas Presents

Hardware articles make the worthwhile gifts, because they are of practical value to the recipients. Glance over the short list following.

Notice that only nationally advertised articles appear in this list. We have other kinds, too. No need to send or go out of town—we do it for you.

When You Want Advertised Hardware

"We May Have It or Will Get It"

Atkins Saws
Robbette Brushes
Dixie Saws
Oilette Saws
Ives-Johnson Boreholes
Ingersoll Watches
Williams' Claving Pump
Meyette Wrenches
Bosell Saws
Community Saws
"Universal" Goods
Washers Saws
Star Safety Razors
Admiral Red Iron
Manning & Hornum Powerdrill
Every Ready Razors
Bill Chafing Dishes
Buster Ash Sifters
Buffalo Chafing Dishes
Alma Lewis
Stanley Plans

Star-Cut Hairs
Navy's Router
On Wrenches
Carborundum
Borrett Plans
Larkin Saws
Amateur Saws
Goodform Sets
Buller's Saws
New Process Oil Heater
Keweenaw Goods
Welsbach Lights
Can't Slip Calks
Boker's Cutlery
L. F. & Clark Carving Sets
Starrett Tools
Aluminum Ware
Ham's Lanterns
Yankee Tools
Wheelock Tree Guards
Silver Cream

"The Big Hardware Store"

Babcock, Hinds & Underwood Washington St., near Court

As a permanent advertisement, I used a series of six two inch single-column ads, using one each

The Chicago Record-Herald

Enters upon the New Year with a gain in Display Advertising for Dec., 1908, over Dec., 1907, of

AGATE **42607** LINES

Despite the fact that in Dec., 1907, there were five Sundays, against four in 1908.

¶ Its nearest competitor gained in the same period 10,695 display lines. Other Chicago morning papers show a loss. Surely a satisfactory New Year's greeting, and one

Showing That Chicago Advertisers

appreciate truthful and accurate information as to circulation and advertising rates—that quality papers bring the best results and that honest, conservative methods bring their own reward.

Kicks and Halfpence

"As one goes from John O'Groats to Land's End one gets more kicks than half-pence."—Old Saying.

By Earnest Elmo Calkins

An advertiser wound up a discussion with his advertising agent during which were discussed such things as plans, media, copy, designs, with the pertinent question:

"Yes, but what is an ad?"

That's the question. The agent went back to his office and replied to the question after some weeks in a letter of twenty-seven pages.

You can see the answer to the question on the faces of street car cards and in the pages of magazines and newspapers. They are all somebody's ideas of ads. Those things are intended to sell goods. They are the direct messages of the makers of the goods to the public, sometimes shaped in transit by the touch of some ad-writer, agent or expert, but often, far more often, conveying the ideas of the manufacturers of the goods as to the best way to sell those goods. The cheap wit, the hackneyed phrase, the banal description, the crude art, are all theirs—not because there was nothing better to be had, since there was—not because they could not afford anything better, because the space cost ten times as much as the price of the very best work. No, these things exist because down in his heart no man likes to admit that he is not a competent ad writer. It is in the street cars that you can see such advertising at its worst—especially in the cars of New York City—because the advertising there is less apt to filter through the brain of an advertising man. It comes to the cars with the stamp of the mind that gave it birth. It shows the limitations, the lack of imagination, the vanity of some fat and prosperous director of a large corporation who, because his wit has shone forth in the smoking-room, or because he is called upon to

address the Young Men's Guild, or the Y. M. C. A., presses forward in the directors' meeting with his clever idea for a bright, snappy catch-phrase and none of his associates has the courage to turn him down.

"Blink's name on chewing gum," he recites, "is like the word 'Sterling' on silver;" or "The gum behind the gums is Blink's," he chortles.

"Awful clever phrase of yours, old man," the associates all cry.

"Yes," he modestly admits, "I wrote those things myself. I have lots of ideas like that."

And so we read, "Don't be odd," "First over the bars," "Bred in old Kentucky," "The King of whiskies, and the whiskey of kings," "Fowne's is all you need to know about a glove," and so on *ad nauseam*. And they all think it is good advertising, the corpulent director with his well-fitted white waistcoat, his associates with open-mouthed respect for the product of his brain, his competitors who are hypnotized by the successes of his company, the advertising solicitor who praises the phrase to get a contract, his own advertising agent who hesitates long before telling the truth and losing the business, or praising the inspired one's ideas of copy and saving his own bacon.

PRINTERS' INK wants to know which is absolutely the worst ad in existence.

That bad eminence lies between the well-known confectioner whose candies are "fresh every hour," but whose advertising is stale as dishwater, and the sugar trust whose domino shaped lump is known and sold everywhere in spite of its one bold, bad ad, which all the magazines struggle to get on their back covers, and then deplore because it is so far below the sense and sensibility

of their readers. I mention these particularly because their opportunities are so great, and because neither of them has ever intelligently sought the advice of even the humblest member of the advertising fraternity.

As no business ever succeeded wholly by advertising, so no business ever failed entirely because of it. These and other businesses have triumphed by virtue of good goods and successful merchandising, so that their advertising is merely an intellectual playground for the exercise of the wits of the board of directors.

These things that you see then, these "catchphrases," these "watch this card" warnings, "Wait for Joan of Arc," "Where in New York can you find bees," they are all ads as understood by the man who has no mental or moral fitness to write advertising. They have no single sincere, human touch; they reach no one; they sell nothing. When you come right down to it, why should there be a phrase at all? When you go to your haberdasher and say, "Let me look at some neckwear," does he respond: "Blest be the tie that binds?" When you ask your grocer for a peck of potatoes, does he chant, "Peter Piper picked a peck of pickled peppers, but our potatoes are the pick of the pack?" Any honest man can write a good ad if he will try to give a true description of his wares and a sincere reason why you ought to buy them. He may not put it the happiest way; he may not be able to dictate the type dress that will become it best; he may be at a loss to select an illustration, or even decide whether it should be illustrated at all; he may go astray among mediums in which to place it, but he could write an ad, dear reader, even as you or I. But to do it he must not try to show off, or be clever, or do a stunt, or paralyze his associates. No one ever convinced another who was not sincere himself. Picture Thackeray reading over a chapter of "The Newcomes" with the tears streaming down his face and pounding the table and cry-

ing, "By God, Thack, you're a genius." Read one of Arthur Brisbane's editorials, and realize that the man is so convincing because he is trying to convey his point of view to you. He is not making clever phrases. He is telling you something and making it interesting as he goes along.

I believe in brightness, humor, wit even, but it must be fresh, natural, appropriate, and above all, it must not draw the reader's attention away from the goods. The good ad is not the one you quote and talk about. It is the one you acted upon. The best advertising as far as you are concerned is the advertising you do not remember, but it is the advertising that has fed and clothed you, and furnished your house.

The way the Elizabeth (N. J.) *Daily News* is filling its columns with advertisements is exciting the wonder and envy of many newspaper publishers. On Friday, Dec. 11, it carried 145 columns of ads; Friday, Dec. 18, 149 columns, the same amount carried by the Newark *News*; Dec. 21, 83 columns; Dec. 22, 87 columns and Dec. 23, 94 columns. Such a record for a city of the size of Elizabeth is unequalled, it is said.

In accordance with the wish of the late Alfred Darlow, who took over the C. D. Thompson Advertising Agency, of Omaha, Neb., last September, shortly before his death, the corporate name of the agency has been changed to the Darlow Advertising Agency.

PREFERS EVERY-DAY INSERTIONS TO DOUBLING SPACE.

NEW YORK, Jan. 6, 1909.

Editor of PRINTERS' INK:

Dear Sir:—In re discussions 4 inch 3 t.a.w. or 8 inch 3 t.a.w. in order to double the advertising, I say for the proposition to be advertised, viz., Cleaning and Dyeing, run every day 4 inches and pay all attention to copy and position.

The proposition seems to be one capable of many vitally interesting changes of copy and one that could be strongly individualized in text and display, which with daily insertions should produce better results than 8 inches 3 t.a.w.

E.d. insertions unquestionably get all the readers—less insertions do not.

JOSEPH HAMLIN PHINNEY,

VALUABLE HOUSE ORGANS.

ONE, THE METROPOLITAN, HAS THE LARGEST CIRCULATION OF ANY PUBLICATION IN THE COUNTRY—GOES TO 5,000,000 POLICY HOLDERS—WHAT IS THE BEST SIZE?—VIEWS OF SOME OF THE FIRMS THAT ISSUE THEM—SUPPLEMENTARY LIST OF PERIODICALS.

The publication having the largest circulation of any in the United States is a house organ—the *Metropolitan* issued by the Metropolitan Life Insurance Co., No. 1 Madison avenue, New York. The average edition of this magazine is 5,000,000 copies.

The *Metropolitan*, which is issued every other month, contains from twelve to sixteen pages, the cover being printed in colors, and is distributed through the company's agents among its millions of policy holders. While the main purpose of the publication is to keep the policy holders informed as to what the company is doing and to present interesting data in regard to life insurance, miscellaneous articles are also printed. It contains a children's department, usually illustrated, and examples of wit and humor.

That the *Metropolitan* is good advertising for the company is shown by the fact that it is now in its twenty-sixth volume. Owing to its large circulation the work involved in printing the publication is enormous, and is sufficient to tax the resources of a big plant employing a hundred people, which the company has established in 24th Street.

No advertising except that of the company is carried. Several times in its history the accepting of outside advertising has been seriously considered but on each occasion the officers have decided against it. While the expense entailed in the publication of the paper is very heavy and the admission of a few pages of advertising at the high rate it could command would be sufficient to meet the cost of getting it out, still it has been deemed unwise

to make any change in the present policy.

House organs as a rule do not enjoy large circulations because of the expense involved in distributing them. As they are excluded from privileges of second class mail matter, each copy must be stamped. In the case of some of the bulkier publications the postage runs as high as five cents a copy.

What is the best size for a house-organ? Much depends upon the nature of the business for which publicity is desired. Houses that sell a large variety of articles favor wide pages in order to have plenty of room for the display of illustrations. The type page of *Rowe's Advertiser*, published by the C. H. Rowe Company, of Pittsburgh, is $8\frac{1}{2} \times 11\frac{1}{2}$ inches. The *Printers' Album*, issued by the Challenge Machinery Co., of Grand Haven, Mich., is $6\frac{3}{4} \times 10$ inches. The *White House Messenger*, sent every month by the Brown Shoe Co., St. Louis, to a list of 27,000 customers, is $10\frac{3}{8} \times 6\frac{7}{8}$ inches.

Concerns handling a single product find the smaller sizes better adapted to their purpose. The latest comer in the house-organ field is the *Times Square Automobile Bulletin*, published by the Times Square Automobile Co., New York. It is of the same size as PRINTERS' INK, and presents an attractive appearance with its artistic title page and neat typography. Thirty thousand copies were distributed during the first month of issue.

The *National Drug News*, issued by the National Drug and Chemical Co., Ltd., of Montreal, is $4\frac{3}{4} \times 8$ inches, or a little larger than PRINTERS' INK. The *Wallace*, the neat little publication printed by R. Wallace & Sons Manufacturing Co., silversmiths, of Wallingford, Conn., is about the same size as Elbert Hubbard's *Philistine*, $4 \times 5\frac{3}{4}$ inches. The *Slumber Budget*, gotten out by the National Spring Bed Co., of New Britain, Conn., is $4 \times 6\frac{1}{2}$ inches. *Speed*, published by the Harris Automatic Press Co., Niles, Ohio, is of about the same size.



March: "The Advertising of Foods—Why the Manufacturer Who Advertises Should Be Encouraged."

By Walter R. Hine

April: "The Commerce of Clothes."

By B. W. Parker

May: "The Influence of Advertising as an Aid to Proper House Furnishing."

By Earnest Elmo Calkins

June: "The Fun of Living and the Suggestions that the Advertisements Give Us."

By Frank Presbrey

July: "How Advertising Helps to the Choice of a School."

By Howard Williams

SOMETIMES when steaming, fragrant coffee is served, you find yourself dreaming of the world-wide commerce which brings it to your table. You picture the brown-skinned native growers, the heaving freight-ships—each scene in its manufacture and distribution. Then, a coffee salesman could indelibly mark in your mind *his* brand.

A series of consecutive articles showing the relationship of advertising to modern merchandising is offered by our Editorial Department as "*A Course in Scientific Shopping.*" All the contributors are advertising men who indorse this plan for stimulating interest and confidence in advertisements. Mr. Walter R. Hine starts: "*The Advertising of Foods—Why the Manufacturer Who Advertises Should be Encouraged.*"

Each paper in the series shows the economy and efficiency of distributing through advertising. Inevitably our readers will search through the advertising section in a highly receptive mood. You can impress them at the psychological moment. The series starts in March *Good Housekeeping*.

The Phelps Publishing Company
New York SPRINGFIELD, MASS. Chicago

House-organs in order to command attention must be well edited, and attractively printed. The firm that uses cheap paper, poor illustrations, chestnutty articles and worn out type is throwing away its money, for the people will not read publications of this kind. It takes hard work and considerable money to get out a good house-organ.

Middleby's Messenger, issued by Joseph Middleby, Jr., Inc., Boston, dealer in bakers' supplies, is printed on calendered paper of excellent quality. Some of the pages are in colors and the half tones are of high grade. Moreover it carries the kind of matter a baker usually finds in his trade paper—recipes, hints for the management of his oven, descriptions of novelties, etc.

Entirely different in style and size is *Parks' Piping Parables*, published by G. M. Parks Co., Fitchburg, Mass. It contains only a dozen pages but the paper, the type and make up are in complete harmony.

The Business Builder, Brown & Bigelow, Inc., St. Paul, is a dainty publication with a marbled embossed cover and a table of contents that is alluring.

There is a wide variety in the literary matter printed in house-organs. In some no attempt is made to present original articles, the editors being content to select short stories, examples of humor and even pictures from the popular publications of the day. In others a high standard of original matter is maintained. Special writers contribute to their columns and artists lend their skill to their embellishment.

Since the publication of the list of house-organs in *PRINTERS' INK*, Nov. 18, many letters have been received from firms issuing similar papers that were not included. The advertising manager of Park & Tilford writes that the *Park & Tilford Quarterly* has a total circulation for the four issues of 250,000 copies. Continuing, he says:

"I am very glad to be able to state that we obtain very good results from the issuance of this house organ. It

constitutes to-day, a strong link between all our customers and the house, and whilst in our first issue we were obliged to be conservative in expression as well as in "spread," we have gradually brought the house and its merchandise and its policy more to the front, until, in our last issues, the business making purpose has become self-evident."

The Sharpless Separator Co., of West Chester, Pa., write of their *Separator News* as follows:

Our publication is issued in September and February, and is sent under 1 cent postage to 900,000 addresses. It consists of six pages, standard newspaper size, the outside pages being printed in colors.

Walter Raymond, editor of *Middleby's Messenger*, published by Joseph Middleby, Jr., Inc., Boston, says about that house organ:

"The *Messenger* goes to the principal bakers and confectioners of New England, about 2,500, also some of the principal hotel stewards. Recently we have added quite a number of Southern names to our list.

"We have found the book of value in placing the merits of our goods before the trade, in educating the trade to use the best supplies, and therefore creating a demand for our best and most profitable lines and in advertising our Daylight Factory and inducing our customers to call upon us and inspect our plant and let us become personally acquainted. We have been able to trace some direct results from it."

Frederick Stearns & Co., Detroit, Mich., publishers of the *New Idea*, write as follows:

We have been publishing the *New Idea* regularly for thirty years and it is and always has been avowedly a house organ. There has never been any doubt in our minds that it pays us to publish the *New Idea*, for whenever we test it on a direct sale proposition, it brings the business. In advertising calling for replies we have learned to expect from six to ten times as many returns from our own publication as from the same size space in any independent drug journal. We believe you would have a hard time finding a good drug store where the *New Idea* is not known, as we send out 36,000 copies a month in the United States alone, besides publishing editions for Canada and the English colonies of the far East. The *New Idea* does not solicit or accept outside advertising, although it has inquiries for advertising rates almost every week.

The following is a supplementary list of house organs that has been compiled since the publication of the main list in *PRINTERS' INK*, Nov. 18:

Separator News, Sharpless Separator Co., West Chester, Pa.

The Proof, The Gould Co., St. Louis.
Handshake, Genuine Bangor Slate Co., Easton, Pa.
Times Square Automobile Bulletin, Times Square Automobile Co., New York.
Gill's Trade Help Bulletin, J. K. Gill Co., Portland, Ore.
The Shirt Counter, Phillips-Jones Co., New York.
The Arrow, H. & G. Taylor, Philadelphia.
Office Topics, Western Electrical Instrument Co., Newark, N. J.
Rowe's Advertiser, C. H. Rowe Co., Pittsburg, Pa.
Brill Clothes, Brill Brothers, New York.
G. & F. Monthly, Gordon Hat Co., St. Paul, Minn.
Land, W. M. Ostrander, New York.
Parks' Piping Parables, G. M. Parks Co., Fitchburg, Mass.
Middleby's Messenger, Joseph Middleby, Jr., Inc., Boston.
Printers' Album, Challenge Machine Co., Grand Haven, Mich.
Reo Echo, R. M. Orren Co., New York.
Brush Runabout, Brush Runabout Co., Detroit, Mich.
Bank Notes, Levey Bros. Co., Indianapolis, Ind.
Through the Meshes, W. S. Tyler Company, Cleveland, O.
Good Profit, Lyon & Healy, Chicago, Ill.
Nelson's Selling Points, Thomas Nelson & Sons, New York.
The Hammer, Iver Johnson's Arms & Cycle Works, Fitchburg, Mass.
Batten's Wedge, George Batten Company, New York.
White House Message, Brown Shoe Co., St. Louis.
Known Circulation, Smith & Budd, New York.
Power and Transmission, Dodge Manufacturing Co., Mishawaka, Ind.
The Use of Portland Cement, United Kansas Portland Cement Co., Kansas City, Mo.
Your Printer, Kimball Press, Evanston, Ill.
The Gimlet, Norvell-Sharpleigh Hardware Co., St. Louis.
Commerce Monthly, National Bank of Commerce, St. Louis.
National Drug News, National Drug & Chemical Co., Montreal.
The New Idea, Frederick Stearns & Co., Detroit, Mich.
The Evidence, Roberts, Johnson & Rand, Shoe Co., St. Louis, Mo.
The Drop Wire, Colwell Gildard Co., Fall River, Mass.
Golden Fleece, Griswold Worsted Co., Danby, Pa.
Salts' Seller, Salts' Textile Manufacturing Co., Bridgeport, Conn.
Owyhee Oracle, Owyhee Mills, New York.
Silent Partner, Globe Machine & Stamping Co., Cleveland, O.
Elyrian, Dean Electric Co., Elyria, O.
Commonsense, Electric Controller & Manufacturing Co., Cleveland, O.
The Pendulum, The Bishop & Babcock Co., Cleveland, O.
Brill's Magazine, The J. G. Brill Co., Philadelphia.
Business Builder, Brown & Bigelow, Inc., St. Paul, Minn.
Pemberthy Engineer and Fireman, Pemberthy Injector Co., Detroit, Mich.

Locomotive World, The Lima-Locomotive & Machine Co., Lima, O.
S.O. Advertiser, Stevens & Company, Inc., Providence, R. I.
The Prism, Bausch & Lomb Optical Co., Rochester, N. Y.
Juniata News, American Steel & Wire Co., Worcester, Mass.
South San Francisco Banker, Bank of South San Francisco, Cal.
Park & Tilford Quarterly, Park & Tilford, New York.
Troy Topics, Laundry Machinery Co., Ltd., Chicago.
Modern Pharmacy, Parke, Davis & Co., Detroit, Mich.
Mahin's Messenger, John Lee Mahin, Chicago, Ill.
Character, Griffith-Stillings Press, Boston.
White's Sayings, White Advertising Bureau, Seattle, Wash.
Clover Chat, Peninsular Paper Co., Ypsilanti, Mich.
White's Bulletin, White Automobile Co., Cleveland, O.
Pneus, Fish Rubber Co., Chicopee Falls, Mass.
Warner Auto-Speed, Warner Auto Meter Co., Beloit, Mich.
Platology, H. J. Ormsbee Engraving Co., Syracuse, N. Y.
Speed, Harris Automatic Press Co., Niles, O.
The 103 Hustler, Charles Lawrence Co., Boston.
Metropolitan, Metropolitan Life Ins. Co., New York.

The special Winter Resort Number of the Chicago *Record-Herald*, it is claimed, published the largest amount of hotel and resort advertising that has ever appeared in a single issue of any daily or Sunday paper in America.

The *Record-Herald* further claims to have published more resort advertising during the year 1908, than has ever appeared in any Chicago newspaper during any one year. This sounds pretty good for a reputed "hard times" year.

Of school advertising the *Record-Herald* during the past year published more than any other Chicago newspaper.

Joseph C. Wilberding, who recently dissolved partnership with Stephen B. Smith and joined the colony of special newspaper representatives in the Brunswick Building now represents the following list of papers:

San Francisco *Call*, Minneapolis *Tribune*, Cleveland *Plain Dealer*, Washington, D. C., *Herald*, Rochester *Herald* and Louisville *Post*.

INSURING DELIVERY OF ADVERTISING PLATES.

By Jack W. Spare.

Assistant Advertising Manager, Burroughs Adding Machine Company.

A fruitful source of "brain storms" in the average advertising department is the failure of "cuts, rushed out to publications on special order, to reach their destination.

"Cut for advertisement our issue press to-day not received," wires the publisher. "What shall we do?"

"I know I sent it," says the stock clerk.

"I'll swear I gave it to the express company," vows the shipping clerk.

Where is it? Did it go out? If so, was it correctly addressed, or has it gone to the wrong street number, city or state?

Meantime, the publication goes to press without the advertisement; or, in extreme cases, with a staring patch of white space where the "soul of the ad" ought to be.

This used to be a chronic source of trouble in our department, until I devised the following system about a year ago. Nowadays, we are rarely troubled, and when a slip *does* occur, we always know who slipped.

The regular shipping label, shown in *Form 1*, is made double

<p>from the BURROUGHS ADDING MACHINE CO. DETROIT, MICHIGAN, U.S.A. <small>BRANCHED IN ALL PRINCIPAL CITIES</small></p> <p>Systems Publishing Co., Thomas Church Bldg., Chicago, Ill.</p> <p>PREPAID</p>

Form 1.

and folded, with a perforation on the fold. The duplicate half is printed with a special form, as shown in *Form 2*. The stenographer, in addressing the label, inserts a bit of carbon so that the address will be reproduced in facsimile, as written, on the stub. The label is then withdrawn from the typewriter and the date of shipment filled in on the stub, a line being provided for that purpose (*Form 2*). The contents of

the shipment are also listed. The stenographer then indicates with an "x" the method of shipment, whether by mail, special delivery or express. He also adds his initials.

The label, with this stub still attached, then goes to the stock room, where the clerk makes up the shipment, checks off each article enumerated in the stub, and countersigns it with his initials, thereby assuming responsibility for the completeness of the shipment.

Shipped	12/18/8	100	the following
articles by	Mail Special Del. Exp. 2- <i>per paid</i>	Signature of person checking shipment	<i>Jim</i>
Cuts	2174, 2175, 2391		
Addressed to	Systems Publishing Co., Thomas Church Bldg., Chicago, Ill.		
DOO			

Each cut or article must be checked off by person signing this duplicate slip.
Form 2.

The stub then comes back to the advertising department, where it is attached to the file copy of the letter advising shipment, while the label itself goes with the merchandise to shipping-room and is pasted on package as an address.

If the publication writes us a week or a year hence, saying that the shipment was not received, we turn to our correspondence files and note the label stub attached to the original advice. The stub shows the address, just what was in the package, and how it was sent, on what date, which stenographer wrote the label, and which clerk packed the shipment. If the label was addressed "Miss." instead of "Minn.," we have indisputable proof of it, and we know who did it. If, on the other hand, the address is found to be correct, we ask the express people to show proof of delivery—and in most cases it will be found that the shipment was duly received, swept into a neglected corner behind the proof press and forgotten.

I have found that this system has a splendid moral effect upon careless publications which bump up against it once or twice and have to answer the call for a "show-down" when they say "cut not received."

A LESSON IN CIRCULATION

Conde Nast Picks two "Leading" Boston Newspapers

	Circulation	Line Rate
BOSTON GLOBE	-181,449	30¢
BOSTON HERALD	-ESTIMATED	30¢

THE REAL BOSTON LEADER, MR. NAST

IS

THE BOSTON POST

CIRCULATION

255,534

LINE RATE

25¢



SELLING GOODS AT COST AND PROVING IT.

If, when the phrase "Marked Down to Cost," first came into popular use it had been turned over to a board of Public Utilities and its use restricted and hedged around with difficulties and moral obligations it might still be doing valiant service in emptying the shelves of overstocked merchants and the pockets of eager customers. But long and careless use has dulled the edge of the phrase and the worthy old actor on the advertising stage is back among the chorus while the spot light plays over newer and less familiar soubrettes.

Jones, with child-like faith in the efficacy of the conventional advertiser's sale of dry goods and after a pica explanation of the reason for his sacrifice, remarks in 72-point black face gothic that "everything will be sold at cost." The public having bought much goods and a few chattels at previous sales of this sort, does not grow excited over the remarkable opportunity for buying goods from Jones.

The public is sceptical about the ability of any man to remain profitably in business while selling his goods at cost. The theory involves some propositions in merchandising which the public doesn't understand and probably doesn't want to. So the fact that goods are sold at cost must be proven.

A merchant in a Western town did this by means of his invoices. "Come and see our original bills, read the prices on them and compare them with the prices marked on our goods," read the posters his delivery boy nailed on the walls and telephone poles. It was explained that the invoices on all goods offered in the sale would be posted in the store where everyone would have an opportunity to inspect them and see that goods were actually being sold at cost.

At the store, the show windows were filled with the bills, scattered on the floor of the windows and pasted on the sides. Inside, the

bills were seen all over the store. When it was possible to do so they were placed near the counter containing the goods listed. A big counter full of shoes was accompanied by the bill on which these shoes were invoiced.

Probably few customers went to the trouble to compare the listed figures. It was not necessary for them to do it because the evident readiness of the merchant for every one to investigate was proof enough that the goods were actually being "sold at cost."

Another merchant made his cost mark public. "I mark all my goods with the cost mark 'white sugar,'" he announced. "At this sale nothing will be sold but by this cost mark." Large newspaper advertisements explained the method of marking cost on goods by letters instead of figures and showed how to tell the cost of goods by means of the cost mark. To make the sale more effective, a number of little cards were printed containing the explanation of the cost marking plan and a key to it. These were distributed to be brought by the customer to the store as an aid in figuring out the cost price.

This plan not only proved popular but enabled the sale to be put on without the usual work of going over the entire stock of goods and marking new prices thereon.

The outside pages of the front and back covers of *Van Norden's Magazine* for January are precisely alike, something so unusual as to attract attention. Not many publishers would feel that they could afford to devote what many consider the best advertising page—the last of the cover—to their own advertising. Moreover, it's apt to be regarded as a confession of weakness on the part of the ad-getting department.

The St. Paul Dispatch begins the new year by reducing its price from two cents to one cent a copy and discontinuing its Sunday edition which was started five months ago.

ADVERTISING GOLF TOURNAMENT.

All the golf enthusiasts of the advertising fraternity who are able to "quit work when golf interferes with it" left on special cars attached to the afternoon train to Pinehurst, last Friday. Including the ladies the party numbered over 100 people.

The fifth tournament of Advertisers and Advertising Men is scheduled for Thursday, Friday and Saturday, January 14th, 15th and 16th, following the Pinehurst Mid-winter Tournament which is set for Monday, Tuesday and Wednesday.

There will be fifty prizes, including the PRINTERS' INK Trophy, a silver cup, for the winner of the Men's Putting Contest, and prizes presented by the Butterick Trio, Associated Sunday Magazines, Street Railways Advertising Co., *The Literary Digest*, The Century Co., *The American Exporter*, *Human Life* and *Woman's Home Companion*.

The programme is as follows:

Men's Advertising Tournament.—Qualifying round, 8.30 a. m., Thursday, Jan. 14, 36 holes—18 holes on each course. Two best gross score prizes on each course.—1st Round Match Play, 9 a. m., Friday, Jan. 15; 2d Round Match Play, 1 p. m., Friday, Jan. 15; 2d Round Match Play, 9 a. m., Saturday, Jan. 16. Finals Match Play, 1 p. m., Saturday, Jan. 16.

Women's Tournament.—Qualifying round, 9 holes, Thursday p. m.—New course, eight to qualify. Prizes for best gross and best net scores.—1st Match Round, Friday a. m.; 2d Match Round, Friday p. m.; Final Match Round, Saturday a. m. Prizes for runner-up and winner.

Selected Score.—Prizes for the best selected scores on old and new courses—and for lowest selected score on each course.

Approaching Contest.—Friday from 11 a. m. to 3 p. m.—Two prizes. Three balls; one at fifty,

one at seventy-five and one at one hundred yards.

Ladies' Putting Contest.—Saturday from nine to twelve o'clock on clock green. Three prizes.

Men's Putting Contest.—For PRINTERS' INK Trophy,

Driving Contest.—Saturday from eleven to three at practice tee. Two prizes. Three balls to be driven between boundary stakes; aggregate length of three balls to count.

Handicap.—There will be four prizes, one each for the morning and afternoon on the old course; one each for the morning and afternoon on the new course.

Among those taking part in the Tournament are: F. C. Jennings, Geo. F. Steele, H. K. McCann, Jason Rogers, Richard Wood, T. W. Weeks, T. E. Weidenseim, Jr., M. Parish Watson, Robert Cade Wilson, Edwin B. Merritt, Lyman P. Wood, D. J. White, Jas. A. Tedford, J. L. Stack, Wm. L. Colt, A. S. Higgins, J. B. Schlottman, C. A. Speakman, E. H. Silliman, Walter Smedley, W. E. Shackerford, Chas. D. Spalding, R. Sproull, Geo. F. Steele, B. H. Ridder, C. H. Rosenfeld, Thos. T. Ruslemoter, A. T. Reid, I. S. Robeson, Curtis P. Brady, W. S. Bird, A. M. Britton, A. S. Brownell, George T. Brokaw, J. D. Barnhill, G. H. Benkhardt, W. H. Black, Steven B. Ayres, Lee A. Agnew, Sam'l L. Allen, W. H. Childs, J. C. Platt, A. W. Erickson, A. B. Clements, Jas. H. Ottley, Henry W. Leeds, Egerton Chichester, Judd H. W. Field, A. E. Dunn, Harry Ryrie, Wm. Shillaber, Jr., J. D. Plummer, Chas. W. Boyce, David Roberts, Wm. J. Ryan, F. J. Ross, Guy C. Pierce, Edgar J. Phillips, Don M. Parker, W. M. Ostrander, W. J. Macdonald, T. A. Matthews, Wm. G. Maule, Zacharys Miller, R. R. Mamlok, Edwin C. Johnston, C. W. Inslee, J. J. Hazen, Jonn H. Hawley, W. R. Hotchkin, Edward A. Greene, John H. Fahey, A. C. Fischer, S. Keith Evans, Harry T. Evans, A. W. Erickson, David G. Evans, Hartley Davis, E. C. Conlins, H. E. Crall, C. A. Carlisle.

THREE TIMES as much February 1909 as in 1908

That's the showing of HAMPTON'S—a showing that speaks volumes for "The Fastest Growing Magazine in America."

It is the verdict in cold dollars and cents by watchful, eager advertisers who couldn't help seeing with their own eyes the rapid growth and the high quality of HAMPTON'S circulation.

We said to ourselves, at the start—Advertisers will come to us *of their own accord* if we have a large, fast-growing circle of high-quality readers.

Editorial quality *first*—regardless of its cost, and regardless of whether the advertising income was great, small or absent.

Circulation next—growing fast and spontaneously, simply because the intelligent, discerning people for whom this magazine is made *couldn't help* hearing about, and recognizing, and talking about, its editorial quality and value.

Advertising next—*coming to us of its own accord* (and coming with a rush, too). HAMPTON'S didn't *wait* for advertisers to bring the money with which to pay for editorial quality, and you know it. The editorial value was there *before* the advertisers. No other magazine in the history of the publishing business has ever put such an enormous outlay into the real interest and value of the reading pages *before* the advertisers came.

They have come now, and the editorial investment will come back to us in time. But that doesn't change the fact that HAMPTON'S has won its success by a newer, straighter path than any other magazine ever dared to tread before.

The February issue carries more than THREE TIMES as much advertising as the February issue of last year—an increase of more than two hundred per cent.

And right now, three weeks before the March issue goes to press, the orders in hand make it plain that March will break records even more sharply than February has done.

Closing Date for March Issue—

WILLIAM L. COLT
Manager Advertising Dept.
66 West 35th St., New York

Hampton's M

FASTEST GROWING MAGAZINE

as Much Advertising in as in February 1908

Certainly you can't fail to see that these facts are important to YOU as an advertiser. The large number of advertisers who are represented in the February issue—and the more than twelve hundred advertisers who have reserved space for 1909—are expert judges of the quality of the magazine and the quality of its readers. They are not novices.

They came to HAMPTON'S MAGAZINE because they *know* how to judge magazine value—the number of its readers and their "quality."

It isn't any matter of "liking" or "favor"—when they place their advertising in HAMPTON'S. It is a matter of cold dollars and cents. So their verdict is all the more significant.

Here's what the President of 3-in-One Oil Co. says about the fastest growing magazine. All the 3-in-One advertising is closely "keyed" and rigorously analyzed. That's why this letter means so much:

3 IN ONE OIL COMPANY,

42 Broadway, New York City.

Mr. Wm. L. Colt, Adv. Mgr.,

December 22, 1908.

HAMPTON'S MAGAZINE, New York City.

Dear Sir: Our advertising agents have given you an order for 3 in One Oil for HAMPTON'S MAGAZINE for the year 1909.

We have taken up HAMPTON'S because it has always been our policy to "tie up" with a publication whose future is not in its past. We have watched the BROADWAY MAGAZINE for a good many years and, coincident with the personal Hampton management, we see as marvelous changes as we have ever noted in any popular publication. We believe Hampton's is going to make good—BIG. We have every faith and confidence that you will get there, because we do not see how the energy, brains and resources now being put into Hampton's can fail to "make good."

We look for splendid result from Hampton's, because our experience has been that a "coming and growing" magazine will always get the best results for 3 in One Oil.

Hoping that 1909 will be the banner year for Hampton's, we are,

Yours very truly,

3 IN ONE OIL CO.

J. NOAH H. SLEE, President.

A "Coming and Growing" magazine—that expresses precisely the view of these hundreds of other advertisers who are fast crowding into the pages of HAMPTON'S.

March Issue—**FEBRUARY 1st**

's Magazine

G MAGAZINE IN AMERICA

HOWARD P. RUGGLES
Western Advertising Manager
1040 First National Bank Bldg.
Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON.
Secretary, J. I. ROMER.

OFFICE: 12 WEST 31ST STREET,
NEW YORK CITY.
Telephone 5203 Madison.

The address of the company is the address of
the officers.

New England Office: 2 Beacon Street, Boston.
JULIUS MATHEWS, Manager.

Western Representatives: HOWSE & LITTLE,
Association Building, Chicago

London Agt., F. W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription
price, two dollars a year, one dollar for six
months. Five cents a copy.

JOHN IRVING ROMER, Editor.

New York, Jan. 13, 1909.

Fluctuating Circulation

A recent statement in regard to magazine subscription lists has come to some advertisers as a sort of revelation. Most outsiders have little conception of the practical operation of a circulation department. The idea has prevailed that a successful magazine's subscription list remains pretty much the same year in and year out. Of course it is known that some people allow their subscriptions to lapse and that they are replaced by new names. But it has not been supposed that the percentage of change from year to year is large. The average advertiser who thinks about the matter at all, probably imagines that ten per cent would cover the fluctuation of subscriptions. He believes that when he uses one of the big magazines he is reaching practically the same people in January, 1909, as he did through the same medium in January, 1908.

The subscription department of the *Independent* has issued a statement which is both surprising and interesting to advertisers. The assertion is this: "Many of our most successful magazines lose

from 40 to as high as 60 per cent of their subscribers every year." The *Independent* makes this statement in order to give force to its own claim that its annual loss of subscribers is "sometimes less than 20 per cent."

If this assertion is to be credited as applying to most magazines of large circulation, its importance to advertisers is obvious. For example, in preparing an advertising campaign to extend over a period of years, nothing can be taken for granted. The audience shifts from year to year and from month to month to a remarkable extent. The last of a series of ads is read by a great proportion of people who have not seen the first of the series. The lesson here is apparently to make each piece of copy a unit. The mail order man works that way and he finds it profitable. The general advertiser working for prestige or the establishing of a trade-mark has much to learn from the mail-order advertiser. One of the points, in view of the *Independent's* disclosure, is not to be afraid of repeating the same story over and over again. The large proportion of new readers must not be neglected.

Another and still more important point is the necessity of keeping constantly posted on magazine circulations. Because an advertiser knew what a magazine's circulation was one year ago, it does not follow that he knows anything about it to-day. If a publication drops 60 per cent of its subscribers each year, the advertiser and the agent need to know whether the new names added fully balance the discontinuances. There is a line of thought here which would seem to be of considerable importance to men who have the direction of heavy advertising campaigns.

**Finding Their
Favorite
Worst Ad** Any number of pupils of the Little Schoolmaster are now on the still hunt for "horrible examples," urged on by his offer of a prize to the one who discovers the

"worst ad" which has appeared during the last few months.

The "simply awful" sort of ads are not nearly so plentiful as a few years ago, but nearly every reader of PRINTERS' INK will readily recall one that seemed to deserve a good roast, and the editor wants to see it and hear your opinion of it, expressed in 100 words or less.

PRINTERS' INK thinks that when this "worst ad" contest is closed the collection will represent the most interesting advertising "rogues gallery" ever gathered under one cover.

Most of us can't help feeling hot under the collar when we see a really poor advertisement, especially if published in costly space, or when it falls far short of its possibilities. This contest offers you an opportunity to "get it out of your system" and tell the unsuccessful candidate for publicity why you don't like him.

Send along your specimens and the reasons for your choice. Only remember that it should be the ad of a national or general advertiser published since October 1st last.

Changes In Success Magazine Staff

Frank E. Morrison has succeeded F. L. Colver as advertising manager of *Success Magazine*. Mr. Morrison is without doubt one of the best-known advertising men in the country to-day. He has a thorough knowledge of advertising, as he has been connected with it in almost every branch of the business.

He has been advertising manager for some of the largest advertisers in the country, and also represented a number of the prominent magazines, including the *Saturday Evening Post*, *Atlantic Monthly*, *New England Magazine* and a number of others.

He has represented religious and agricultural publications, being at one time associated with Wallace C. Richardson and others.

He has also had agency experience, having been at one time one of the group of men who helped to make the Charles Austin Bates Agency so well known in the field,

after which he was connected with the Hampton Advertising Agency.

Mr. Morrison has been assistant advertising manager for *Success Magazine* since 1905 and in 1906, was made one of the directors of the Success Company, and has recently been elected secretary of the company.

Mr. Colver, whom he succeeds, started in the magazine field nearly thirty years ago, and was the principal owner of the Frank Leslie Publishing House, which he sold to John S. Phillips and his associates in 1906. He has also been engaged in the newspaper syndicate business with S. S. McClure and Irving Batcheller.

It is understood that Mr. Colver has disposed of his stock in *Success Magazine* to his former associates. After so many years in the publishing business it would not seem strange if Mr. Colver should eventually re-enter the field, but at present he will take up another line of business entirely.

No Ads on Fifth Avenue Stages

The Fifth Avenue Coach Company has lost its action against the city of New York to restrain the city authorities by injunction from interfering with advertising matter carried by the company on its stage coaches, the Court of Appeals handing down a decision sustaining the lower courts, which dismissed the company's complaint.

The city set up that the advertisements on the exterior of the coaches violated a city ordinance which prevents advertising trucks or wagons running in the street.

For several years past the *Philadelphia Press* has enjoyed the distinction of being the first newspaper in America to send its annual detailed statement of circulation to the editor of Rowell's American Newspaper Directory. The sworn statement for the daily edition for 1908 shows an average issue of 95,349, and for the Sunday edition an average issue of 133,984.

Two-Cent German Mail Rate

The postage rate applicable to letters mailed in the United States for Germany and dispatched by sea direct, and not via England or France, will hereafter be two cents an ounce or fraction of an ounce.

Letters for Germany will not be dispatched via England or France at the reduced rate, even though specially addressed to be so dispatched. It, therefore, is suggested that persons who desire letters for Germany via England or France, the quickest route, fully prepay postage thereon at the Universal Postal Union rate of five cents for the first ounce or fraction, and three cents for each additional ounce or fraction—as such full prepayment will prevent misunderstanding as to the route by which the mailer desires to have the letters forwarded.

The reduced rate applies only to letters mailed in the States and Territories of the United States, including Alaska, on the mainland of North America, and does not extend to letters mailed in Hawaii, Porto Rico, the Philippines, or other possessions of the United States.

Collier's Great Achievements One of the current issues of *Collier's* contains a statement signed by Robert J. Collier in the absence of his father which, in spite of its admirable modesty, reveals a story of achievement which is positively wonderful. Think of printing and selling 52 million books in thirty years!—books, too, which must have very greatly helped to raise the literary education of the masses—Shakespeare, Dickens and Thackeray, for instance, whose works formed the largest part of the sales. The others were the works of Cooper and Scott, and histories and encyclopedias.

The revenue from Collier publications has been 80 million dollars—46 million in the last 10 years. And this from a start practically without capital!

The Collier organization num-

bers many thousands of employees, with a payroll amounting, in 1907, to \$1,945,121.20. This organization is splendidly trained, and is rapidly pushing ahead the fortunes and fame of Collier.

There has been surprisingly little known about the Collier book enterprise—due, undoubtedly, to modesty on the part of both the elder and younger Collier. *Collier's Weekly* has been alone an enterprise which made the name of Collier famous; but this graceful and illuminating statement from Mr. Collier about the book publishing enterprise is highly important and interesting reading, down to the last line. It is a story of worthy accomplishment which is partly a great business success and partly a real public service.

The elder Collier's favorite quotation: "Ideas and hard work are the key to all success," is a good chart to steer by, whether in book publishing or advertising. PRINTERS' INK heartily congratulates Collier's on its unequalled record of achievements.

Charles J. Billson, the New York special representative, will retire from business on February 1st, on account of poor health, and is to be succeeded by I. A. Klein, assistant business manager of the *New York Press*. Mr. Kline has spent all of his business life in the advertising field. For the last twelve years he has made his headquarters in New York and during that time has been associated with the *Metropolitan Magazine* and *New York World*.

He will continue to represent the *Press* in the foreign field in addition to the Billson list, which has been so ably taken care of by Mr. Billson and his popular manager, George H. Alcorn, who severs his connection with the office after fifteen years of service.

George M. Kohn, for seven years connected with the business office of the *Columbia* (S. C.) *State*, has been made business manager of the *Richmond* (Va.) *News Leader*.

Collier's Advertising Policy

COLLIER'S accepts no advertisements of beer, whisky, or alcoholic liquors; no advertisements of patent medicines, or advertisements claiming medicinal effect; no investment advertising promising extraordinary returns, such as stocks in mining, oil, and rubber companies. The Editors reserve the right to exclude any advertisements which they consider extravagant in claim or offensive to good taste.

Collier's assurance of straightforward dealing establishes mutual confidence between reader and advertiser—an ideal condition for good business.



E. C. PATTERSON
Manager Advertising Department

NEW YORK

BOSTON

CHICAGO

PHILADELPHIA NOTES.

Orders for the Flood City Washer advertising have gone to a selected list of mail order papers from the Ireland Agency, Philadelphia.

Page copy for Gibson Whiskey is going out from the Richard A. Foley Agency, Philadelphia.

Advertising for the Esterbrook Steel Pen will be handled by Powers & Armstrong, Philadelphia.

Powers & Armstrong, Philadelphia, are preparing a campaign for the Nar-row Fabric Co., Reading, Pa., to advertise shoe laces.

The value of timeliness in advertising is illustrated by this incident: During a violent snowstorm in Philadelphia on December 22, a woman lost her watch on an up-town street. For three days thereafter she advertised in the lost and found columns of the newspapers without result. Just a week later there was a general thaw and the snow melted rapidly. The owner of the watch considered that this would be the likely time for its recovery and ordered her ad inserted again. The watch was found that very morning by a workman who saw the ad and returned the timepiece to its owner.

FLORIDA NEWS NOTES.

Owing to the success of the crusade made by the Key West cigar manufacturers against the advertising of any old cigar as "made in Key West," a meeting of Tampa cigar manufacturers is suggested for the purpose of considering the advisability of a campaign to protect the name and reputation of Tampa-made cigars. The name of Tampa is made to cover such a number of nicotian sins altogether foreign to Tampa itself that it is rather surprising that the manufacturers of that city have not moved earlier to take protective measures.

Munsey's Magazine is to have a write-up of Key West, toward which the commercial body of that city has already raised \$250. W. T. Blaine has the matter in charge. The write-up will appear in an early number.

Jacksonville Advertising Agency, Jacksonville, Fla., asks for rate cards. This agency is placing business for the F. W. Ketterer Medicine Company, Florida Developing Company, DeLand Business Men's Club, Eaton's Detective Agency, and is negotiating for other good business. Percy P. Vyle, in charge.

Jacksonville Advertising Club executive board held a meeting on January 4 for the purpose of deciding on ways and means of co-operating with the Jacksonville Board of Trade publicity committee.

Miss Bertha Ruffner, of the New York *Evening Post*, is visiting Florida for the purpose of securing Florida resort advertising for her paper.

THE place of the distinctive magazine in the esteem of advertisers is shown on the facing page in the position with the leaders of

The World's Work AND Country Life in America

These magazines reach the people who lead sentiment in the active world of achievement and in the great world of country living—these are the people whose patronage is potential and permanent.

*May we send you our Advertiser's
Almanac?*

Doubleday, Page & Co.
133-137 E. 16th Street
New York City

1511 Heyworth Bldg.,
Chicago

447 Tremont Bldg.
Boston, Mass

JANUARY MAGAZINES.

The magazines for January show, with very few exceptions, a substantial gain in advertising over the January issues of last year. Many of them jumped as high as 20% to 25% over the record of 1908.

Though the total volume of advertising for this January is not quite as heavy as before the slump two years ago, the general impression prevails that most publishers will be able to show gains on the year 1909 over 1907.

Some publications are enjoying big increases over two years ago, notably the *Saturday Evening Post*, which during December published a total of 53,170 lines as against 27,536 lines in December, 1906. This, however, is partially offset by the fact that the *Post* had five weekly issues last month, one more than in December, 1907.

VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
System.....	140	31,472
Cosmopolitan (Feb.).....	104	23,304
Everybody's.....	101	22,792
Review of Reviews.....	98	21,987
Sunset.....	93	20,832
Country Life in America (cols.)	119	20,521
World's Work.....	90	20,326
McClure's.....	90	20,216
American Magazine.....	74	16,608
Munsey's.....	73	16,506
Ladies' Home Journal (cols.)...	80	16,000
Century Magazine.....	68	15,344
Pacific Monthly.....	66	14,852
Scribner's.....	66	14,781
Harper's Monthly.....	63	14,126
Ainslee's.....	55	12,355
Pictorial Review (cols.).....	71	12,028
Van Norden.....	53	11,928
Woman's Home Comp'n (cols.)	59	11,800
Book-Keeper.....	51	11,630
Success (cols.).....	68	11,444
Good Housekeeping.....	50	11,360
Outing Magazine.....	49	10,976
Uncle Remus's Magazine (cols.)	66	10,788
McCall's Magazine, Feb. (cols.)	74	10,084
Hampton's Broadway Magazine	43	9,744
Red Book.....	43	9,632
Modern Priscilla (cols.).....	55	9,521
Field and Stream.....	40	9,061
Outdoor Life.....	38	8,715
Suburban Life (cols.).....	50	8,678
Technical World.....	37	8,462
Designer (cols.).....	41	8,300
Theatre Magazine (cols.).....	47	8,218
Spare Moments (cols.).....	47	8,192
Pearson's.....	35	8,008
New Idea (cols.).....	40	8,000
Delineator (cols.).....	57	7,980
Current Literature.....	35	7,840
Amer. Homes & Gardens (cols.)	44	7,724
Argosy.....	33	7,602

Circle (cols.).....	43	7,224
Ladies' World (cols.).....	35	7,150
Garden Magazine (cols.).....	51	7,140
Metropolitan.....	31	6,944
Strand.....	29	6,695
Popular.....	29	6,662
Harper's Bazar.....	29	6,657
Human Life (cols.).....	35	6,633
Housekeeper (cols.).....	33	6,600
Smith's (Feb.).....	29	6,600
Lippincott's.....	28	6,440
House Beautiful (cols.).....	40	5,683
Putnam's and The Reader.....	25	5,600
All-Story.....	23	5,355
Atlantic Monthly.....	23	5,321
Appleton's.....	22	4,994
House and Garden (cols.).....	33	4,740
Blue Book (Feb.).....	20	4,480
American Boy (cols.).....	20	4,140
Recreation (cols.).....	21	3,749
American Home Monthly (cols.)	17	3,558
Smart Set.....	15	3,554
St. Nicholas.....	13	2,912
Railroad Man's Magazine.....	7	1,568
Scrap Book.....	4	1,064
Cavalier.....	4	896

VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR DECEMBER

(Exclusive of Publishers' own advertising)

Week ending December 6:	Cols.	Agate Lines
Vogue.....	171	26,158
Saturday Evening Post.....	107	18,558
Life.....	106	14,931
Collier's.....	56	10,720
Literary Digest.....	57	8,094
Outlook (pages).....	35	7,974
Independent (pages).....	33	7,392
Associated Sunday Magazine...	28	5,323

CHICAGO NEW YORK LONDON

SYSTEM

THE MAGAZINE OF BUSINESS

We regard "SYSTEM" as one of our best advertising mediums. As far as my knowledge goes, we have not missed a month in your magazine since our first advertisement appeared several years ago.

I could cover this letter sheet with nice words about "System" but, in my opinion, the foregoing sentence tells the story.

Hampshire Paper Company
(Signed) D. E. Paris.
Advertising Manager.

SYSTEM

THE MAGAZINE OF BUSINESS

CHICAGO NEW YORK LONDON

Leslie's.....	15	3,068
Illustrated Sunday Magazine.....	10	2,420
Youth's Companion.....	5	1,170

Week ending December 13:

Independent (pages).....	97	21,910
Collier's.....	69	13,169
Leslie's.....	50	10,060
Saturday Evening Post.....	55	9,612
Literary Digest.....	60	8,500
Outlook (pages).....	21	5,010
Associated Sunday Magazine.....	20	3,763
Vogue.....	22	3,458
Life.....	20	2,908
Youth's Companion.....	8	1,600
Illustrated Sunday Magazine.....	6	1,316

Week ending December 20:

Saturday Evening Post.....	57	9,948
Collier's.....	36	6,860
Independent (pages).....	26	5,999
Outlook (pages).....	20	4,830
Life.....	32	4,494
Leslie's.....	21	4,300
Vogue.....	27	4,240
Literary Digest.....	27	3,873
Youth's Companion.....	16	3,260
Associated Sunday Magazine.....	11	2,053
Illustrated Sunday Magazine.....	9	1,854

Week ending December 27:

Independent (pages).....	60	13,640
Outlook (pages).....	56	12,622
Saturday Evening Post.....	37	6,452
Collier's.....	19	3,703
Leslie's.....	14	2,897
Vogue.....	16	2,806
Literary Digest.....	16	2,367
Associated Sunday Magazine.....	10	1,891
Life.....	10	1,446
Illustrated Sunday Magazine.....	9	1,303
Youth's Companion.....	4	910

Week ending January 3:

Saturday Evening Post.....	47	8,200
Outlook (pages).....	23	5,224
Literary Digest.....	36	5,096
Collier's.....	25	4,790
Vogue.....	23	3,584
Independent (pages).....	14	3,207
Associated Sunday Magazine.....	14	2,836
Leslie's.....	13	2,778
Life.....	13	1,826
Illustrated Sunday Magazine.....	9	1,710
Youth's Companion.....	3	780

Totals for December:

Saturday Evening Post.....	52,770
Independent.....	40,148
Vogue.....	39,946
Collier's.....	39,242
Outlook.....	35,364
Literary Digest.....	27,930
Life.....	25,605
Leslie's.....	23,103
Associated Sunday Magazine.....	15,848
Illustrated Sunday Magazine.....	8,603
Youth's Companion.....	7,720

The *Cosmopolitan* for February has a story by Ellis Parker Butler, the famous author of "Pigs Is Pigs." It is called "Just Like a Cat," and it's one long laugh. Almost a hundred thousand people bought "Pigs Is Pigs," and this new story is so good that the *Cosmopolitan* ought to get a large number of new readers because of it. They are spending \$50,000 to advertise the February issue alone.

WHAT MAGAZINES OFFER.

SOME OF THE GOOD THINGS SERVED TO THOSE WHO READ THE POPULAR MONTHLIES AND WEEKLIES — MANY SERIALS BEGIN IN THE JANUARY ISSUES — NO INDICATIONS OF HARD TIMES IN EVIDENCE—THE ADVERTISING SUMMARY.

It wasn't so many years ago that the January numbers of the magazines invariably looked like little Willie—sick from too much holiday sweets. The advertising pages were slim, pale and cadaverous, and of course the editorial matter suffered from juxtapositional jaundice. It is wonderful how susceptible the editorial pages are to every germ that visits the advertising pages!

But, as our grandmothers say with delicious sighs, "How times have changed!" Here is a pile of January magazines as high as a young skyscraper, and every one of them looks well-nourished and full-girthed. Scarcely an anemic one among them—and pot-bellied Christmas just past! And the last shadow of the panic just over the door-sill^o It is time for some papa of the magazine publishing business to follow the example of the sire of J. Pierpont Morgan and say, "My son, never be a bear on the future of our American magazines!"

January among the magazines is noticeable for the number of serials which are starting, and notable for the announcements of a perfect orgy of literary feasting for the coming year. The great and wonderful variety of our interests in this modern day is nowhere so evident as in the magazines, which are like a great intellectual clearing-house for the nation.

There is very good stuff and very poor stuff written; but taken in the mass, there is palatable food for all of us in measures running over.

Take that old standard of magazines—*Harper's*. It is mighty interesting reading, from the fascinating story of a woman's climb-

ing of a great mountain, and the serial, "The Inner Shrine," down to the Editor's Drawer and its famous jokes about children. That article by a scientist offering a new theory of the formation of the earth and life, is an event in science, and even timely because of the Italian earthquake.

Taking up *Scribner's* you come upon one of the many new serials starting in January numbers—"John Marvel, Assistant," by Thomas Nelson Page. It looks good, and ought to increase *Scribner's* hold on the South. Two other things stand out—an article with pictures describing for the first time the mural decorations for the Carnegie Institute at Pittsburg, on which Alexander spent three years with no restrictions; and next, a very fair and keen study of the English from an American viewpoint.

The *Century* continues to take on more and more life, and ought to increase its vogue considerably in the coming months because it is running Alice Hegan Rice's new serial, "Mr. Opp." Encouraged, perhaps, by Roosevelt's coming departure, Ernest Thompson Seton has crept from under cover and has a fox story in the *Century*. The *Reminiscences* of St. Gaudens, by his son, ought to interest the æsthetic classes much.

McClure's will probably get wide attention for the next eight months, during which Mrs. Humphrey Ward's first American novel, "Marriage à la Mode" will run. Even those who are indifferent to Mrs. Ward's novels may get up sufficient interest to hear how Mrs. Ward views us Americans. This serial is likely to mean a big boom for *McClure's*. The temperance series seem likely to be of deep interest.

There's a solar plexus blow for us all in *Everybody's*. Samuel Hopkins Adams in an article on "Burnt Money" shames us to the finish with the story of unnecessary, fearful fire loss. An article on airships, and two fact stories, one about Italian colonies and one about jail reform, make an interesting basket of good reading.

If you want to see rapid movement *upward* in a magazine, keep your eye on *Hampton's*. What the publication of Rex Beach's new serial, "The Silver Horde," which begins in this month's issue, will mean in circulation is not hard to guess, as Beach's books have been steady "best sellers" right along. Just this serial would be enough to boost any magazine in the field; but the circulation value of Bob Evans' naval articles, which have been such a big boost, is by no means finished. The old sea dog this month goes in and finishes up the carping naval critics once for all in his article on "The Needs of the Navy." There's a good article on the Indian, too.

The *American* magazine stands almost unique among magazines in certain ways. It seems to aim to get down to the deep undercurrents of life—the thought and philosophy of it; and it looks as if this was just what a large number of people wanted. Woman, adolescence, religion, psychology—all these things the *American* is discussing very effectively. The January number has a very illuminating article on the new movement in medical science—the adoption of social methods of aid.

Ainslee's fills a very effective niche in magazinedom—it provides a bunch of good stories each month hard to beat. The public never tires of good fiction. There are twenty-two this month, including a complete novel. The other Street & Smith publications look inviting, too.

Appleton's—there's another magazine that's mighty well edited. Florence Morse Kingsley's new novel, "The Star of Love," begins in this issue. Prof. G. Stanley Hall has a striking article, and there are others also that set you thinking.

The *World's Work* is in clover just now. No magazine ever had such a corner on plutocrats. Carnegie and Rockefeller are doing a Marathon race for public interest side by side. The literary gossips say that Page owes his star contributors to the fact that he

plays golf—as do both the be-millioned contributors. He met them on the links in Georgia and persuaded them what thrillers they could write. They are doing big things for the *World's Work* circulation.

The *Saturday Evening Post* has stirred up added interest recently by its strong articles on both sides of the tariff controversy. It is easily maintaining its high pitch of weekly readability.

Collier's recently issued a unique issue in which it summed up and forecasted for the year. A statement signed by Robert J. Collier told an interesting story of its growth, and of the allied business of book printing. Pictures of every man connected with the *Collier* staff were printed. A bid for the advertising of outdoor articles will be made by the monthly issue of an 8-page outdoor section, edited by Caspar Whitney.

In the *Atlantic* for January there is an interesting article on "Advertisement," discussing publicity in various personal phases in a very delightful way. The Autobiography of N. S. Shaler is running in the *Atlantic*, and the magazine's new owners and editors seem to be doing very well.

In *Success* there is a thought-provoking article on "The Break-Up of the Parties," by Charles Edward Russell, and a pretty stinging one on "Fake Art and the Millionaires."

Munsey's still keeps its hold on its large clientele with a most interesting array of special articles and fiction. "The Passing of the Reactionary in American Politics" is very strong, and Mr. Munsey himself writes some very pungent and pointed matter about the business situation and investments.

The *Outlook* has several good articles—one on the "Builder of the Hudson Tunnels" and another on the "Women of the Russian Revolution."

The other magazines, also, are putting forth much good stuff and planning for an active year.

The *Red Book* has a very good bunch of short stories.

ENGLISH CO-OPERATION.

RETAIL MERCHANTS THREATENED WITH EXTINCTION BECAUSE OF THE COMPETITION OF CO-OPERATIVE STORES WHICH SELL GOODS AT LOWER PRICES AND GIVE BETTER SERVICE—HOW THE SMALL SHOP-KEEPER MAY WIN OUT IN THE FIGHT BY THE USE OF ADVERTISING.

(Special Correspondence.)

CLUN HOUSE,

LONDON, DEC. 30, 1908.

The retail trader in Britain has a tough time of it just now. He is up against the mail order man, and the co-operative society, and the "multiple-shop" company as he calls it. I believe I coined that name myself, and it has been pretty generally adopted to designate a large concern running numerous isolated retail shops.

Of course these big concerns are able to buy on better terms than the small retailer. They are able to put up a better front, to give better service, to hire better assistance (though they do not always do this, being sometimes moved by greed) and to save a great deal in administrative expenses. Consequently they not only undersell the single-store retailer, but undersell him with better goods than he handles.

The little fellow, as a little fellow, seems about doomed. It is difficult to see how he could have escaped extinction even if the co-operative store movement had not risen up to vast dimensions to make things hot for him as well. Even the large single-shop retailer is badly hurt by the co-operative movement, which is interesting enough to be worthy of description.

It may be said, in passing that there is a remedy which could save both the small and the large single-store retailer, namely advertising. It is doing wonders for some men already in both classes. Where a retailer advertises in the local press he is able to stand-off both the co-operative and the multiple shops. Where he does not advertise they put him out of business.

Do You Know

that in the words of Prof. William James of Harvard, "It is quite obvious that a wave of religious activity, analogous in some respects to the spread of early Christianity, Buddhism and Mohammedanism, is passing over our American world"? Possibly not, for, unless you have been personally interested in this great wave of thought, your attention has been too closely centered upon your business to have noticed it. But, if you will but

"Stop, Look, and Listen!"

for a moment, you will see that it is the thing that is at this moment vitally interesting a great and growing number of people all over the land. And anything that interests so many people must be worthy of at least a passing notice on your part, as an observing business man, whether or not you "take any stock" in the idea itself.

Have You Noticed

that the popular magazines, those infallible barometers of human interest, are devoting many pages each month to the great wave of which Prof. James speaks? Have you noticed that even the conservative "Ladies' Home Journal" is giving space to this idea—that the fashion journal, the "Delineator," is publishing articles along this line—that Van Norden's is running a series of articles entitled, "New America," a study of the Mind Cure movement as a strong factor in our National Life and Progress—that the "American Magazine" is now featuring a series of articles by Ray Stannard Baker, one of its best writers, entitled "The Spiritual Unrest," and which will run for several months, touching directly upon the Great Wave of Interest that we are talking about? These are but a few of many straws with which the air is filled, and which show infallibly which way the Wind of Public Interest is blowing.

This Means Something to You,

whether you are interested in the thing itself or not. The fact that this subject is interesting to so many people makes it advisable that you, as advertisers, try to get as close to those interested people as possible—to "get next" to them, if you can. And this is why we are calling your attention to it—not to convert you to the movement, but to interest you as advertisers.

Eternal Progress

stands in the front rank of the publications representing the advance movement of this Great Wave of Human Interest. With its 50,000 monthly circulation, increasing each month, it is playing an important part in this work. The people who buy it read every word in it from cover to cover, and treasure it up for future reference. It possesses an interest for them without parallel in the annals of journalism. If you understand the movement you will understand the reason of this, and will grasp the situation without any further proof on our part.

The Question Is:

Do you, as a live advertiser, realize the importance of reaching this large number of vitally interested people through their favorite medium? This is the sole question for you to consider. We have stated the facts plainly, truthfully and candidly. The question is now "up to you."

What Is Your Answer?

To a few clean high class advertisers we are making an offer

Guaranteeing Results

If you are interested submit copy of your advertisement and we will send rates and particulars of our unique proposition.

THE PROGRESS COMPANY

Advertising Dept. 515-519 Rand-McNally Bldg., CHICAGO, ILL.

The co-operative movement had very small beginnings. It is very easy to understand. If ten men in an office buy a barrel of apples containing 150 lbs. or so, for \$6, and divide them, they will get apples at four cents a pound, which bought in retail shops would cost them from eight to twelve cents a pound.

It was just in such small ways that co-operative buying was first worked, some forty years ago. At this date, combinations of civil servants, and later, commissioned officers in the Army and Navy, hit upon the idea that domestic supplies and other things could be bought co-operatively. The scheme worked like a trick. Soon the Civil Service Supply Association had grown to dimensions justifying a special building and staff, and this association now has four vast buildings of six or seven floors, in London. The Army and Navy Co-operative Society has two buildings—I suppose equal in floor space to the four of the Civil Service Supply Association, while the junior Army and Navy Co-operation Society has also a good sized building. Seven floors is an unusually high building for London. No skyscrapers are allowed here!

These associations only gave a little trouble to London retailers at first. But they led to competition. They were practically the first analogue of the department store on this side, and to meet them, capitalists in the retail business opened competing department stores. For the privilege of buying of the Civil Service and other co-operative societies you are supposed to pay a small annual subscription. In practice, however, if you go into one of these places and take your goods away with you, nobody takes a great deal of pains to find out whether you really are a member or not.

The privilege of buying at cheap rates is all that the general run of members get out of the affair. The profits are not divided among them. It is rather difficult to find out what kind of an oligarchic

class of sharing members *does* divide. The theory is that the absolutely unavoidable margins over and above establishment charges form reserve capital. There must be substantial reserves, for prices at these places are pretty much the same as at the retail department stores open to everybody and run for profit, such as Harrod's, Spier & Pond's, Baker's and Whiteley's.

If the co-operative movement had been confined to such shops as these, its direct influence upon retail trade would not have been widespread.

What has much more widely hurt the retailer as a class has been the formation of quite small and individually insignificant Industrial Co-operative Societies, which are co-operative in the true sense. These are mostly supported by the working class, and nearly every town contains one or more of them. Generally speaking, anybody who wants to can go there and buy, but the actual members of each society have a book in which their purchases are entered, and the profits, after providing for management and reserve, are divided. This, of course, is true co-operation.

Retailers who feel the competition of co-operative stores allege that the prices charged are in excess of current prices, and that the dividends do not always make up the difference. The co-operators do not mind that. It is very nice to make an unconscious savings bank account by paying a half penny or so more per pound for tea, sugar and so forth, and get a lump sum near Christmas time. Plenty of poor families are enabled to save in this way, who would not have the self-denial to put aside sums to aggregate the amount of the dividend.

The difference is just like the difference between direct and indirect taxation. We are taxed a little bit on sugar, a little bit on cocoa, a good deal on tobacco and a tremendous deal on alcohol for revenue purposes, and no one complains, except the sugar, cocoa, tobacco and alcohol trades.

We are also taxed income tax, but we grumble a great deal about that. It's the same with the co-operator. He would find it troublesome to put away three or four shillings per week, where he easily enough pays three or four shillings a week extra for commodities and does not feel as if he were denying himself anything.

This kind of self-deceiving only "goes" as long as you do not have it pointed out. If the fact were persistently advertised that the savings at the co-operative store do not amount to as much as could be saved by buying cheaper at the shops, the co-operative would be hurt. One man in a given trade in any place might in this way save himself from some of the competition. He could also specialize on one or two lines. A grocer (for instance) could easily build himself up a reputation for tea or coffee or something, and tell a tale about it that the co-operatives could not duplicate. They in fact are not often advertisers. They rely upon the steady inducement of thrift.

Neither do they encourage other people's advertising except by offering to sell space in their own catalogues. When co-operative societies had become numerous they began to organize into wholesale societies. These wholesale societies exercise toward the small retail co-operatives the same function that a jobber exercises towards an ordinary retailer, and they are co-operative also. That is to say, every time a retail co-operative society orders from its wholesale co-operative society, its order ranks for division of profit. These profits, again, are shared, with the rest of the profits of the retail society, among the members of the retail society.

Presently the wholesale co-operative societies began to put up specialties. Advertising of packet proprietary goods has given the public a taste for certain things in packets rather than in bulk. For instance, the cocoa trade is largely held by the makers of proprietary cocoas; bulk cocoas

are regarded everywhere as a lower grade than packet cocoas. Therefore co-operative societies liked to have a packet cocoa of their own. They could not sell bulk cocoa against Rowntree or Cadbury, or Van Houten because everybody considers packet cocoas the best. But they could put their bulk cocoa into a packet and make a proprietary of it, and sell it more easily than the other way.

So the wholesale co-operative societies put a whole line of packet goods into the retail co-operative societies, and the latter are loudly accused of substitution. They handle advertised proprietary lines but they will always sell the wholesale co-operative societies' proprietaries if they can, because they get profit on these both wholesale and retail, whereas on the advertised article they only get profit by retail, and not so much profit as on the co-operative proprietaries, even at that. Thus the Co-operative movement is a problem for the advertiser and the wholesaler as well as for the retail trader.

Another way in which the co-operative societies have gone against the advertising community, is in relation to price protection—the arrangement under which the retail prices of advertised goods are maintained against cutting. This price-protection movement has gone pretty far in some trades. It has been held up by its promoters as a remedy for substitution. Where applied to an old-established proprietary, the experience is that it fosters rather than hinders substitution; but in many trades it is pretty difficult for a new product to get a footing except on a protected price basis. If the proprietor of a new advertised product allowed its price to be cut, his advertising cost would be increased, because he would get no help from the retailer.

The co-operative societies generally do not like price-protection. No one, in fact, likes it except the retailer who profits by it. Of course, it increases the cost of goods to the public, and whatever does that it bad for the ad-

vertiser, who must choose between this evil and the other evil of having the retail trade against him—sometimes the wholesale jobber as well.

The Civil Service Co-operative Society of London hits back at price-protection rather neatly in the following advertisement:

THE
CIVIL SERVICE
SUPPLY ASSOCIATION
AND
EXCESSIVE PRICES.

The Civil Service Supply Association, Limited, established in 1886 to supply the best goods at the lowest possible prices for cash, now finds that pressure from traders combined in an association for the purpose of keeping up the retail prices of proprietary articles has caused certain manufacturers to fix minimum prices below which their articles must not be sold. To meet this action the Civil Service Supply Association has decided that *the extra profits derived from the sale of those articles shall be utilised in reducing the prices of the great variety of other goods in which there is and can be no limitation of price.*

(By Order) JOHN E. BIGNALL,
Secretary.

The only Stores of the Civil Service Supply Association, Limited, are at 138 to 140 Queen Victoria-street, E.C.; 4 to 6, Bedford-street, and 1 to 5, Chandos-street, Strand W.C.; and 31, Maclise-road, West Kensington, W. (Branch Store), where all information as to membership, &c., can be obtained.

This is a very hard case for the ordinary retailer to answer if the statement made is true, and I have no reason to doubt it. It suggests to the public that bulk and piece-goods will be obtainable cheaper at the Civil Service Supply Association than they could possibly be obtained elsewhere.

As regards the general question of wholesale co-operative societies' proprietaries, it is to be remembered that these will be hurt by the increased activity shown in the anti-substitution campaign. This campaign is waking up, and sufferers by substitution are beginning to realize that the bald exhortation "refuse substitutes" is not enough to put into their advertising. "Reason why" advertising on this point is necessary, and I think it is going to be adopted within the next year or so pretty generally. The whole-

sale co-operative societies, however, can very well afford to become advertisers on their own account, and their advertising would draw general trade to the co-operative stores. Those societies which sell to the general public—and most of them do—would earn for their members profits on proprietaries sold to non-members who would have to go to the co-operative stores for them, because the goods could not be had elsewhere. As the wholesalers' as well as the retailers' profits would be participated in, this would increase the attractions of the retail societies' membership. To advertise their own proprietaries, instead of resorting to the wretched system of substitution, would thus be good for the Societies all around. Retailers, in any event, have a hard time ahead of them, and there is only one remedy that can help them, namely individual advertising.

THOMAS RUSSELL.

Charles H. Eddy, of No. 10 Spruce Street, New York, who represents a strong list of out-of-town papers, has opened a branch office at No. 1 Madison Avenue.

Some of the calendars issued this year are of unusual artistic excellence. The use of half-tones and original sketches and reproductions of famous paintings has never been so general. Color work of high grade, expensive paper, and fine typographical display have been employed with unusual lavishness. The Cornell Calendar, published by Levy & Keith, of Ithaca, is illustrated with views taken from the grounds and neighborhood of Cornell University. The half-tones are clear and distinct in detail, and the colors are admirably printed.

The advertising staff of the *Ladies' World* as organized for 1909 is as follows: Horace Dumars, advertising manager, New York; F. E. Mann, Western manager, Chicago, with Agnes F. Pilney as assistant; Edgar Sinnock, in the territory of New York and Pennsylvania; J. E. Dumars, representative for New England and New York state.

The Firestone non-skid tread tire is being advertised extensively in the trade papers. This tire is self advertising, as its non-skidding property is due to heavy raised letters in the tread surface reading "Firestone Non-Skid," which leave behind a trail of impressions in the dust of the road.

Something Doing

PROSPERITY HITS JERSEY
SPECS WINE
MONEY BECOMES
TRADE
INDUSTRY

THE people who keep money in circulation are busy again.

They have the wherewithal to buy. Advertising—which is merely “showing” and “telling”—will induce them to buy your goods.

There never was a better time to employ this great selling power.

Advertising has been our business for 22 years.

Wouldn't you like to talk with us on the subject of securing a larger share of the great increase in trade?

H. B. Humphrey Company
ADVERTISING


44 FEDERAL STREET, BOSTON

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA

Birmingham, Ledger, dy. Average for 1907, 21,861. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Reprs., Tribune Bldg.

ARKANSAS

Fort Smith, Times. Daily aver. 1907, 4,188. Largest circulation in city of 35,000.


CALIFORNIA

 **Oakland, Enquirer**. (Consolidation Enquirer and Herald.) Average Aug., 1908, 49,408. Largest circulation in Oakland guaranteed.


Sacramento, Union, daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 53,069; Sunday, 81,222.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram**, daily. Average for Nov., 1908, sworn, 12,811. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1906, 7,580. Average for 1907, 7,743.

Meriden, Morning Record and Republican. Daily average 1906, 7,672; 1907, 7,739.

New Haven, Evening Register, daily. Annual sworn average for 1907, 15,720; Sunday, 12,104.

New Haven, Leader. 1907, 8,737. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,570.

New Haven, Union. Av. 1907, 16,548; first six mos. 1908, 16,369. E. Katz, Special Agt., N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; 6 mos., 1908, 6,713.

Norwalk, Evening Hour. April circulation exceeds 3,500. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,328; Sunday, 6,243.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1907, 35,436 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. Dec., 1908, 12,549. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union, morning. Average for December, 1908, 16,013; Sunday, 18,117.

Tampa, Tribune, morning. Average 1907, 12,516. Largest circulation in Florida.

ILLINOIS

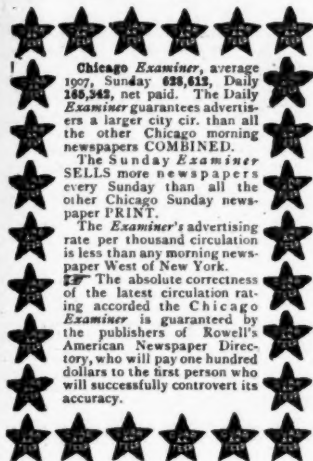
Aurora, Daily Beacon. Goes into homes. June, '08, 7,954; July, 8,395; August, 9,469.

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, The American Journal of Clinical Medicine, mo. (\$2 00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, 37,714

Chicago, *Breeder's Gazette*, weekly. \$2 Average for 1907, 74,758. 4 months 1908, 74,339.

Chicago, *Dental Review*, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



Chicago *Examiner*, average 1907, Sunday 628,613, Daily 160,342, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, 62,317; Jan., Feb., March, '08, 63,087.

Chicago, *National Harness Review*, monthly. 8,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily 151,664; Sunday 218,464. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy

Chicago, The *Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (CC).

Galesburg, *Republican-Register*, Eve. Nov. av. 6,315. Only Galesburg paper exam. by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, 21,609.

INDIANA

Evansville, *Journal-News*. Av. 1907, 19,103. Sundays over 19,000. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 26,338.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,577; weekly, 2,641.

South Bend, *Tribune*. Sworn average nine months ending Sept. 30, 1908, 9,913.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1907, 8,937. "All paid in advance."

Davenport, *Times*. Daily aver. Dec., 17,077. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, 41,692. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1907, 11,349; Sunday, 13,666.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; first 5 mos. 1908, 4,757. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, 4,217.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily 6,223; weekly 8,647.

KENTUCKY

Harrodsburg, *Democrat*. Best county paper, best circulation; largest county paper, largest cir.

Lexington, *Herald*. D. av. 1908, 7,134. Sunday, 8,285. Week day, 7,006. Com. rates with *Gazette*.

Lexington, *Leader*, Av. '06, evening 5,157. Sun. 6,793; for '07, eve'g, 5,390. Sun. 7,102. E. Katz.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,394,438.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, 8,209. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1907, daily 10,018; weekly, 28,422.

Phillips, *Maine Woods and Woodsman*, weekly, J. W. Brackett Co. Average for 1907, 8,013.

Portland, *Evening Express*. Average for 1907, daily 13,514. Sunday *Telegraph*, 8,368.

Waterville, *Sentinel*. 1907 average, 8,418 daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, *American*. Daily average for 1907, 78,602; Sunday, 91,208. No return privilege.

Baltimore, *News*, daily. Evening News Publishing Company. Average 1908, 84,396. For December, 1908, 74,301.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1907, daily. 181,844; Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



Boston, *Traveler*, daily. Est. 1825. The aggressive evening paper of Boston. Sworn detail circulation statement recently sent to advertisers shows circulation of over 87,000, of which 90 per cent. is in Metropolitan Boston.



Boston, *Post*, Nov., 1908, daily average, 267,775; Sunday average, 237,439. The Boston *Post*'s best July with both editions. *Post* carries more general advertising than any other Boston newspaper. "There's a reason."



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly

Clinton, *Daily Item*, net average circulation for 1907, 3,012.

Fall River, *Evening News*. The Home Paper. Actual daily average 1907, 7,049.

Fall River, *Globe*. The clean home paper. Best paper. Largest circ. Actual daily av. 1907, 7,680.

Lawrence, *Telegram*, evening, 1907 av. 8,039. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. year 1906, 15,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, *Evening News*. Actual daily average for 1907, 12,941.

Worcester, *Gazette*, eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, *L'Opinion Publique*, daily (©©). Paid average for 1907, 4,886.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 3,000.

MICHIGAN

Jackson Patriot, Average Nov., 1908, daily 8,738, Sunday 9,502. Greatest net circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1907, 14,749. Exam. by A. A. A.

Saginaw, *Evening News*, daily. Average for 1907, 30,837; December, 1908, 30,623.

MINNESOTA

Duluth, *Evening Herald*. Daily average 1907 23,093. Largest by thousands.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,366; for 1907, 105,583.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.

Minneapolis, *Journal*, Daily and Sunday (©©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 72,578. Daily average circulation for Dec., 1908, evening only, 75,096. Average Sunday circulation for Dec., 1908, 72,462. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal*'s circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, publisher, 1907, 64,362.

CIRCLATTIN Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1857. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 101,165.

St. Paul, *Pioneer Press*. Net average circulation for 1907. Daily, 35,716; Sunday, 35,465. The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSOURI

Joplin, *Globe*, daily. Average, 1907, 17,080. E. Katz, Special Agent, N. Y.

Kansas City, *Post*. Only Democratic paper between St. Louis and Denver. Circulation, daily and Sunday, 66,000.

St. Joseph, *New Press*. Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

St. Louis, *National Druggist*, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©©). Eastern office, 59 Maiden Lane.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1907, 104,666.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer*, weekly. 143,946 for year ending Oct. 30, 1907.

Lincoln, *Freie Press*, weekly. Average year ending Sept. 25, 1907, 142,989.

NEW HAMPSHIRE

Nashua, *Telegraph*. The only daily in city. Average for 1907, 4,271.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1907, 9,001.

Jersey City, *Evening Journal*. Average for 1907, 24,530. First six months 1908, 24,378.

Newark, *Eve. News*. Net daily av. for 1906, 63,622 copies; for 1907, 67,193; Jan. 69,289.

Trenton, *Evening Times*. Av. 1906, 18,237. Av. 1907, 20,370; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, *Evening Journal*. Daily average for 1907, 16,396. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, 62,497.

Buffalo, *Courier*, morn. Av. 1907, Sunday, 91,447, daily, 51,604; *Enquirer*, evening, 24,570.

Buffalo, *Evening News*. Daily average 1905, 94,690; for 1906, 94,473; for 1907, 94,843.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Nov. 30, 1908, 4,623. Only daily here.

Newburgh, *Daily News*, evening. Average circulation first quarter 1908, 6,088. Circulates throughout Hudson Valley. Examined and certified by A. A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 6 mos. to June 27, '08, 10,169.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, 5,798.

Boniger's Magazine, Circulation for 1907, 44,416; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, 26,641 (©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1907, 8,833—sworn.

Leslies Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. 135,000 guaranteed.

The People's Home Journal. 564,416, mo. Good Literature, 458,666 mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending October, 1908, 10,291. October, 1908, issue, 10,500.

The World. Actual aver. for 1907, Mor., 345,424. Evening, 408,173. Sunday, 483,336.

Poughkeepsie, Star, evening. Daily average for first six months 1908, 4,450; June, 4,591.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average 1906, 15,309; for 1907, 17,162.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1908, daily 34,967; Sunday, 40,361.

Troy, Record. Average circulation 1908, 20,403. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mc Average for 1907, 2,543.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, 15,274.

OHIO

Akron, Times, daily. Actual average for year 1906, 8,977; 1907, 9,851.

Ashtabula, American Sanomat Finnish. Actual average for 1907, 11,120.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, 74,913; Sunday, 88,373. Nov., 1908, 80,822 daily; Sunday, 94,468.

Columbus, Midland Druggist. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, Journal. 1907, actual average, 21,217.

Springfield, Farm and Fireside, over ¼ century leading Nat. agricult'l paper. '07, 447,348.

Springfield, Poultry Success, monthly av., 1907, 33,250. 2d largest publ. shd. Pays advertisers.

Youngstown, Vindicator. D'y av., '07, 14,768; Sy., 10,017; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906, 5,614; for 1907, 9,859. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1907 aver., 20,152; Dec., '08, 30,118. E. Katz, Agent, N. Y.

OREGON

Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. Portland Journal, daily average 1907, 38,808; for Nov., 1908, 31,118. Vreeland-Benjamin, Representatives, New York and Chicago.

Portland, The Oregonian, (©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Nov. NET PAID circulation, daily, 37,161, Sunday average, 46,080.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1907, 7,640. N. Y. office, 225 5th Ave. F. K. Northrop, Mgr.

Erie, Times, daily. Aver. for 1908, 13,487; Dec., 1908, 13,433. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn av. Nov., 1908, 15,461. Largest paid cir. in Harris'bg or no pay.

Johnstown, Tribune. Average for year ending January 31, 1908, 10,205. Only evening paper in Johnstown.

Philadelphia, The Bulletin, net paid average for November, 239,665 copies a day. "The Bulletin every evening goes daily into nearly every Philadelphia home."

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1907, 6,800.

Philadelphia, Confectioners' Journal, mo. Average 1906, 5,514; 1907, 5,514 (©).

Nobody pretends to raise chickens nowadays in any quantity without an incubator. Many poultry farms have five, ten, twenty at work at the height of the season. All the leading manufacturers use the farm papers as well as the papers devoted entirely to poultry. The *Farm Journal* of Philadelphia carries more advertising of this class (in value) than any other farm paper in the country. Twenty-eight different makes of incubators have been advertised in *Farm Journal* during 1908.



Philadelphia. The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, 95,349; the Sunday *Press*, 138,984.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 10,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily.* Average for 1907, 10,124.

RHODE ISLAND

Pawtucket. *Evening Times.* Average circulation, 1907, 17,903—sworn.



Providence. *Daily Journal.* 18,872 (©). Sunday, 20,169 (©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,851 daily.

Westerly. *Daily Sun.* Aver. cir. for November, 4,923 (sworn). Only daily in field.

SOUTH CAROLINA

Charleston. *Evening Post.* Actual daily average 6 mos., 1908, 6,686; June, 6,184.



Columbia. *State.* Actual average for 1907, daily (©) 13,082 Sunday, (©) 13,587. Semi-weekly, 2,997. Actual average for first six months of 1908, daily (©) 13,314; Sunday (©) 14,110.

Spartanburg. *Herald.* Actual daily average circulation for first six months of 1908, 3,289.

TENNESSEE

Chattanooga. *News.* Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.



Knoxville. *Journal and Tribune.* Week day av. year ending Dec. 31, 1907, 14,694. Week-day av. January and February, 1908, in excess of 15,000.

Memphis. *Commercial Appeal*, daily, Sunday, weekly, 1907, average: Daily, 42,086; Sunday, 61,773; weekly, 80,078. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1908, 63,488; for 1907, 66,808.

TEXAS

El Paso. *Herald*, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Av. 1908, 3,527; 1906, 4,113; 1907, 4,536. Exam. by A. A. A.

Burlington. *Free Press.* Daily average for 1907, 3,415. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1907, 3,126. Only Montpelier paper examined by the A. A. A.

Rutland. *Herald.* Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

St. Albans. *Messenger*, daily. Average for 1907, 3,332. Examined by A. A. A.

VIRGINIA

Danville. *The Bee.* Av. 1908, 3,066; Dec., 1908, 3,486. Largest circulation. Only evening paper.

WASHINGTON

Seattle. *Post-Intelligencer* (©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.



Seattle. *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its circulation of 58,700 daily, 76,700 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In November *Times* beat its nearest competitor 285,748 lines.



Tacoma. *Ledger.* Average 1907, daily, 17,458. Sunday, 25,002.

Tacoma. *News.* Average 1907, 16,525; Saturday, 17,610.

WEST VIRGINIA

Fairmont. *West Virginian.* Copies printed, 1907, 2,800. Largest circulation in Fairmont.

WISCONSIN

Janesville. *Gazette.* Daily average for 1907, 3,671; Nov., '08, semi-weekly 1,853; daily 4,691.

Madison. *State Journal*, daily. Actual average for 1907, 6,086.

Milwaukee. *Evening Wisconsin*, daily. Average 1907, 28,082 (©). Carries largest amount of advertising of any paper in Milwaukee.



Milwaukee. *The Journal*, eve., ind. daily. Daily average for 12 months, 85,318; for Oct., 1908, 87,833; daily gain over Oct. 1907, 5,382. 50% of Milwaukee homes at 7 cents per line.

Oshkosh. *Northwestern*, daily. Average for 1907, 8,080. Examined by A. A. A.

Racine. *Journal*, daily. Average for the last six months, 1907, 4,870.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877.
Actual weekly average for year ended Dec. 30, 1907, 86,317.
Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,420.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1907, 13,844; Oct., 1907, 16,015; Oct., 1908, 16,510. H. DeClerque, U. S. Repr., Chicago and New York.



Weekly Star, 129,335 copies each issue.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, 36,822; daily Nov., 1908, 39,745; weekly aver. for month of Nov., 27,132.

Winnipeg, Der Nordwestern. Canada's German newspaper. Av. 1907, 16,546. Rates 55c. in.

Winnipeg, Telegram, Average daily, Oct., 1908, 27,194. Weekly aver., 28,000. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 103,828, weekly 80,197.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1907, 62,837 copies daily; the Weekly Star, 129,335 copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE Daily News is Chicago's Want Ad Directory.

THE Tribune publishes more Classified Advertising than any other Chicago newspaper.

INDIANA

THE Indianapolis News, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The News' classified rate is one cent a word, and its daily paid circulation over 75,000.

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the the year of 1908 The Star carried 309.48 columns more paid WANT advertising than its nearest competitor.

Rate, One Cent Per Word.

The only Sunday Paper in Indianapolis.

MAINE

THE Evening Express carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



MINNESOTA

★ **THE Minneapolis Journal**, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Dec., 1908 133,334 lines. Individual advertisements, 18,986. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanied order the rate is 1 cent a word. No ad taken less than 20 cents.

☉☉ **THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

★ **CIRCULATING** **THE Minneapolis Tribune** is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. **paper Di'tory** Daily or Sunday.

★ **THE St. Paul Dispatch**, St. Paul, Minn., covers its held. Average for 1907, 68,671.

MISSOURI

★ **THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

★ **THE Anaconda Standard**, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,067 daily; 15,090 Sunday.

NEW JERSEY

★ **THE Jersey City Evening Journal** leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

★ **THE Newark, N. J. Freie Zeitung** (daily and Sunday) reaches bulk of city's 106,000 Germans. One cent per word; 8 cents per month.

NEW YORK

★ **THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

★ **THE Buffalo Evening News** with over 96,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

★ **THE Argus**, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

★ **PRINTERS' INK**, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

★ **IN** a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the **Cincinnati Enquirer**. A word to the wise is sufficient. You want results.

★ **THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

★ **THE Oklahoman**, Okla. City, 30,115. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

★ **THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

★ **THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

★ **THE La Presse**, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

★ **THE Montreal Daily Star** carries more Want Advertisements than all other Montreal dailies combined. The **Family Herald and Weekly Star** carries more Want Advertisements than any other weekly paper in Canada.

(☉☉) Gold Mark Papers (☉☉)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty-one are distinguished from all the others by the so-called gold marks (☉☉).

ALABAMA

★ **The Mobile Register** (☉☉). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

★ Every body in Washington SUBSCRIBES to **the Evening and Sunday Star**. Average, \$97, 35,486 (☉☉).

GEORGIA

★ **Atlanta Constitution** (☉☉). Now, as always, the Quality Medium of Georgia.

★ **Savannah Morning News**, Savannah, Ga. **The Daily Newspaper for Southern Georgia**. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

★ **Bakers' Helper** (☉☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

★ **The Island Printer**, Chicago (☉☉). Actual average circulation for 1906, 16,866.

★ **Tribune** (☉☉). Only paper in Chicago receiving this mark, be cause **Tribune** ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,845 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1889. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Springfield (Mass.) *Republican* (☉☉). Ranks with the country's half-dozen leaders.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

New York *Times* (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend their money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 133,984; *The Sunday Press*, 95,349.

THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The *Norfolk Landmark's* list of subscribers contains no one induced by anything except merit as a good newspaper. (☉☉) It's worth considering.

WASHINGTON

The *Post Intelligence* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The *Seattle Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

CANADA

The *Halifax Herald* (☉☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉☉), is Canada's National Newspaper, and each is proud of the other.

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

In advertising there is nothing like a nimble fancy, provided it is given free play and plenty of room in which to exercise itself.

Here is a keystone lubricating advertisement constructed by some person of a most agile imagina-

catch the eye, and the fact that it doesn't say anything which hasn't been said before a good many times—and sometimes better—is perhaps no fault of the man who laid out this particular piece of copy.



Are Always Hungry

and they demand constant attention—but that's all of that sympathy or expense in plants that are

KEYSTONE GREASE

It lasts so long as long as oil, lubricates better while it lasts, does not spatter, wash or run away and never gums up or clogs bearings.

"KEYSTONE" reduces friction so effectively that a saving of 45 to 75% in power is sure to result. It is as efficient as cold weather oil in hot.

Let us send you our booklet, "GREASE vs. OIL." It's free.



See Our Advertisement On Page 5.

KEYSTONE LUBRICATING COMPANY
Philadelphia, Pa.

Representatives: The Keystone Lubricating Company, Inc., 41 Union Square, New York City.

tion. He has represented oil cups as hungry birds in the nest with a mother bird in the form of an oil can. The result, as will be seen, is an extremely spirited and interesting picture—interesting not so much on account of any quality of salesmanship which it may possess, but because it shows what can be achieved by a determined soul who seeks novelty and originality.

The man who made this advertisement will probably not be accused of swiping it, and it is equally certain that he will not be bothered by swipers.

* * *

The Speedwell Motor Car page which is reproduced here is novel if nothing more. It cannot fail to

One big point



for the SPEEDWELL

The SPEEDWELL PRICE is the highest price that you should pay for the BEST motor car built, and the "SPEEDWELL" is "THE BEST THAT CAN BE BUILT."

The SPEEDWELL PRICE is only \$2500.00.

01
02
03
04
05
06

The Speedwell Motor Car Co.
Dayton, Ohio

As an eye catcher it is a success, but as a freak it is not so reprehensible as most freaks. This advertisement embodies an idea which could be carried out in a much better way.

* * *

Here is a peculiar advertisement which occupied a quarter page in the current magazines. There are quite a few things in it—a picture of what may be a box of cigarettes, a hand holding some unknown object, another hand grasping a box of cigar cuttings—also a picture of a cigar, a greatly reduced photograph of some person who cannot be identified, and copy enough to fill a small book.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK**, **BUTTERICK PUBLISHING CO.**, **McCLURE'S MAGAZINE**, **CURRIER PUB. CO.** and a majority of the large publishers throughout the country. **ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.**
Wallace & Company, 29 Murray St., New York

ADVERTISEMENTS

ADS	IF Interested in strong, space saving ads send for our Just Out PAUO'S BEST CHICAGO Ad-Selling COMPANY , 324 Dearborn St., CHICAGO, ILL.
	Artistically Arranged Delicately Displayed SPACE SAVING

450 Bank Ads \$5

for Commercial, Savings, Safe Deposit, Trust Departments. Postpaid on receipt of price. Money back if not satisfied. **W. LYDIATT**, 941 Simpson Street, New York City.

ADVERTISING AGENCIES

KLINE ADV. AGENCY, ELLICOTT SQ., BUFFALO, N. Y. Mail-order campaigns.

ALBERT FRANK & CO., 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. **Benj. R. Western**, Proprietor. Established 1877. Booklet.

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest advertising medium in the world.

MILLION Country families— $\frac{1}{2}$ cent line a family. **Atlantic Coast Lists**, New York.

THE BLACK DIAMOND, Chicago-New YorkPittsburg for 20 years the coal trade's leading journal. Write for rates.

THE TICKER A magazine of the markets. Sample copy free. **TICKER PUB. CO.**, 347 U. S. Express Bldg., N. Y.

The Bank Advertiser

reaches only bankers. National circulation. **C. E. AURACHER**, Publisher, Lisbon, Iowa.

THE Troy (Ohio) Record gives authorized advertising agents 15% commission. Advertisers placing business direct must pay rates net. Big advertisers not excepted.

ADVERTISING NOVELTIES

"ST. MALO, A New Game." An advertising novelty that will be kept and studied. In attractive booklet form with your ad. on three cover pages. Send for sample and prices to **"T. C. DAVIS & SONS, 529 Commerce Street, Philadelphia, Pa.**

BUSINESS OPPORTUNITIES

ADVERTISING MAN WANTED—I have the chance of a lifetime for a live wire advertising man with ability to plan, write and execute complete "follow up" systems. I am the owner of a Direct Mail Advertising Agency in the second largest city in Ohio. The office equipment includes three Gammeter Multigraphs for producing *personal form letters*, the margin of profit on each job running from 200 to 300%. The manager in charge has built up a good profitable business on "Multigraphed" letters, but is not an advertising man. As a result, the office is making but a small part of the profits which could be made if, in addition to the mechanical work of multigraphing, entire charge of a customer's Direct Mail work could be assumed by the agency. I am engaged in other business myself, and cannot give it my personal attention. Will either sell outright for cash or time payments, or lease equipment to responsible parties at a specified monthly rental. If you want to get into business for yourself and have the ability with sufficient financial-backing to *make good*, write me for further information. Address, **H. M. HOKR, 10 Auburndale Ave., E. Cleveland, Ohio.**

COIN CARDS

\$3 PER 1,000. Less for more; any printing, **The COIN WRAPPER CO.**, Detroit, Mich.

CUTS

THE man who advertises should write for PLATOLOGY, a publication which contains vital information on cuts. H. J. ORMSBEE ENGRAVING CO., Syracuse, N. Y.

ELECTROTYPES

**Get Our Prices
On Electros**

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.

ENGRAVINGS

OUR specialty is fine Half-tones and Line Engravings in one or more colors for high grade booklets, folders and catalog work. Portfolio of specimens upon request. BALTIMORE MARYLAND ENG. CO., 28 S. Charles St.

FOR SALE

GOSS three plate wide perfecting press, printing 4, 6, 8 or 12 pages in one section, with stereotyping plant, motor, shafting, etc., all in first-class condition. Can be seen in operation. Price very low. Address, "PRESS," Pox 1022, Wilmington, Del.

HALF-TONES

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. THE STANDARD ENGRAVING CO., 560 7th Avenue, Times Square.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

OFFICE APPLIANCES

GOOD VALUE for \$3.50. The Model No. 49 Bates Automatic Numbering Machine. May we send a booklet? HOPKINS & CO., 1387 Dean St., Brooklyn, N. Y.

PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. B. LACEY, Washington, D. C. Established 1869.

PHOTO-ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

POST CARDS

**A NEW IDEA FOR
CIRCULARIZING
ILLUSTRATED POST CARDS**

"The little brother" of Illustrated Letters, originated by Frederick Ward. Write for specimens of these little business getters. Send 10c. in stamps or coin, for handsome portfolio of proofs, Booklet, "Cutting the Cost of Inquiries," and literature on mail drumming.

Frederick Ward, 40 Dearborn St., Chicago

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City. sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

**Monthly
Trade
Journal**

A very conservative journal in large and important field needs more progressive management. Present owner draws out about \$7,000. \$10,000 to \$15,000 should be realized in the proper hands. Good paid circulation. Gross business \$35,000. Price, \$30,000.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY NEW YORK

P. S. New bulletin just issued.

SUPPLIES

BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. BERNARD'S PASTE DEPT., 71 Dearborn Street, Chicago.

WANTS

ADVERTISING MAN for progressive retail clothing; one with unusual ability and unapproachable record. W. O. KING, Buffalo, N.Y.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

BOOKLETS AND LETTERS that stay out of the waste basket prepared for advertisers and agents. Address "HENRY," care of Printers' Ink.

POSITION WANTED—Young man 24, as capable assistant to manager. 9 years experience in general newspaper advtg. Familiar with details. "J. T. R.," care Printers' Ink.

AD-WRITER—Must have good agency experience. State past connections and salary expected. Good position for the right man. McCunnell & Fergusson, London, Canada.

WANTED—Working foreman to take charge of the largest engraving and electrotyping plant in the northwest. Must have \$4,000 to acquire interest. Write at once, care 1115 American Bank Building, Seattle, Wash.

ADVERTISING WRITER for agency work—resourceful and proficient in display advertising and booklet work. Write full particulars, and send samples of work. THE CRAMER-KRASSETT CO., Milwaukee, Wis.

WANTED—A position in the advertising department of some live concern. Am 29, and have the make-good qualifications. Also had 7 years traveling experience, including 3 years as sales manager. "A. E.," care Printers' Ink.

SOLICITOR WANTED—High-class advertising solicitor with references for congenial, highly remunerative work in his own town and community. Right man can work proposition as side line to great advantage. Address SPEED PRESS, Evansville, Ind.

CIRCULATION MANAGER

Best known and widest experienced circulator in the country is considering changing positions. Strictly confidential. "JABE," Printers' Ink.

NEWSPAPER POSITIONS—We have good openings for reporters with some experience, worth \$12, \$15 and \$18 per week. Also for linotype operators, speed not less than 4,500 minion; wages, union scale or better. All departments represented. Booklet free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED—An assistant editor for a general machinery and engineering monthly paper; a young man who understands the construction of machine tools and power plant machinery, and who possesses a practical knowledge of machine shop, foundry and power plant practice. One having some editorial experience preferred. Give references, experience and lowest salary to start. Address, "1019" care Printers' Ink.

SOLICITOR WANTED—Must be able to create new business for afternoon newspaper and willing to admit that employer knows more about the city than he does. Plenty of room for initiative however. Bright, bang-up hustler, well recommended, can get permanent place if he makes good in southern city of 75,000. Unless you've got stiff upper lip and sand, do not answer. Address "SOUTHWEST," care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 768 Metropolitan Annex, N. Y.

To Advertisers AND Advertising Agencies

I write "good copy," prepare and place advertisements in any language, plan and execute campaigns of publicity and introduction, either here or abroad. Originate trade-marks and register them in foreign countries. Write and illustrate booklets, follow-ups, mail series, circulars, cartons and labels. Suggest economies in purchasing advertising necessities from blank paper to finished product, including, copy, type, illustrations, cuts, etc. Furnish trade-bringing aids for attracting customers, by window displays, samples, lithographs, signs (painted, electric or transfer), circular letters that "pull," novelties, premium schemes, and trade paper work. Am thoroughly familiar with all advertising mediums; magazines, newspapers (both local and foreign), bill-boards, bulletins, and street-cars; with lowest rates; also house-to-house distribution of booklets, samples, etc. Highest credentials with PROVED results shown by booklet. Demand and can earn a good salary. Address for booklet or interview. **JOSEPH HAMLIN PHINNEY**, 130 West 112th Street, New York.

N. Y. Advertising Agency

wants successful man of character, ability and strong personality, who controls some accounts. To such a man an opportunity will be offered to secure an interest in this agency. We are not looking for a man with vague statements of what he can do or will try to do, at our expense, but we will make it worth while for a man to join us who fulfills the above requirements.

Address "AGENCY," care Printers' Ink

Business Going Out

The Frank Presbrey Company, New York, is making up a largely increased list for the Standard Oilcloth Company's business during the coming year. Women's publications of large circulation will be used.

A selected list of agricultural papers is being used by the Chambers Agency, New Orleans, for the advertising of the John Reily Hoe; 3 inch copy being run.

Lord & Thomas, Chicago, are using space in newspapers for the Chicago, Milwaukee & St. Paul Railroad.

Orders for advertising are being placed with newspapers by the Horn-Baker Agency, Kansas City, on account of G. M. Brannen, of the same city.

The advertising of Wm. B. Riker & Sons Company, proprietors of the Riker Drug Stores of New York and Brooklyn and the Riker-Jaynes stores of Boston, which has been put out through a Boston agent for the past year, is again being placed by the Hampton Advertising Company, of New York, which formerly handled this business.

The Hampton Advertising Company is sending out copy and schedules for the spring newspaper advertising of the Resinol Chemical Co., of Baltimore.

The H. B. Humphrey Company, 44 Federal St., Boston, are placing advertising for Perry, Coffin & Burr in New England dailies.

The Thorne Advertising Service, of Seattle, Wash., is placing copy for the Appleton Investment Corporation in Eastern papers. Magazines will be used later.

A 20 line ad is being placed in the classified columns of the Eastern newspapers by Grant & Dye through the Thorne Advertising Service.

Ben Leven, of the Ben Leven Advertising Company, has closed contract with Senator George W. Deen, of Georgia. Senator Deen is perhaps the largest land owner in Northern Florida, and it is said that he owns more land in Florida and Georgia than any other individual. A large tract in Florida, divided into small truck farms, is to be exploited first. An appropriation of \$50,000 has been made to cover one month's advertising. Double page spreads in the leading magazines and weeklies, full pages in mail order publications and full page newspaper copy are now being prepared and will be placed by this agency.

The Firestone Tire and Rubber Company, Akron, O., has placed its contract with the Frank Presbrey Company, New York, and a vigorous campaign in magazines and dailies is to be inaugurated.

N. W. Ayer & Son, Philadelphia, are placing copy with newspapers for the Thornton & Chester Milling Company.

Advertising of the Dr. J. W. Kidd Co., Ft. Wayne, Ind., is being sent to newspapers in Southern states by Nelson Chesman & Company, St. Louis.

One hundred and fifty-six inch contracts are being placed by the Chambers Agency, New Orleans, on account of the Gulf Chemical Company.

M. P. Gould & Company, New York, are sending large copy to newspapers to advertise "Kickapoo" Remedies.

New England newspapers are receiving copy from the J. Walter Thompson Company for advertising of Lever Brothers' Soaps.

The Frank Presbrey Company, New York, has secured the account of the Duff Mfg. Company, Pittsburg, well known manufacturers of railway supplies, etc. This concern will go into a liberal campaign, advertising its automobile jack.

Copy, measuring 100 lines, for 12 insertions, is being sent to magazine sections of large Sunday newspapers by the Batten Company, New York, on account of the Pompeian Mfg. Company.

The Chambers Agency, New Orleans, is handling the advertising campaign of a superior grade of concee to be put on the market under the name of "Votan."

L. K. Leggett, of the United Drug Company, Boston, is to make a tour of the Pacific Coast, to establish agencies and arrange for advertising.

Renewal contracts, measuring 2 inches, 156 insertions, are being sent to newspapers direct by J. C. Ayer & Company, Lowell, Mass.

The W. B. Jones Agency, Binghamton, is placing 100 line mail order copy for "Largol" and 76 line copy for Dr. Kelly, with newspapers.

New contracts are being made with newspapers in far Western states by Dauchy & Company, New York, on account of O. F. Woodward, LeRoy, N. Y., patent medicines.

Ready-Made Advertisements

Readers of *Printers' Ink* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department

Editor of *PRINTERS' INK*:

GENTLEMEN:—I have read with much interest the many sample advertisements which you are printing from time to time. I am inclosing one from Cahee & Spencer, a local concern. To my mind this is a good one. Should you find room for it no doubt it would be a good addition to the list.

Thanking you in advance for any courtesy you may extend, I am

Yours truly,

(Signed) F. T. PARSON,
Mgr. *Herald*.

The suggestion contained in this ad is a good one, for while many men who read it will feel the force of its argument, it will by no means be lost on the women. In fact, some women may take it as the text for a curtain lecture or a breakfast-time sermon, so it would seem that the head of the house who doesn't provide an "Andes" range through a sense of justice to his overworked helpmate, may be led to do so purely for the sake of peace in his family.

It seems to me, however, that having made so good a start, by enlisting the friendly interest and perhaps the co-operation of Mrs. Housewife, it would have been well to give a few reasons why the "Andes" should be installed rather than another make; even the head of the house might take the trouble to read them and thus become convinced not only that he should buy a range, but that this particular brand would gladden his heart through both his pocket-book and his stomach as no other could.

Another point: Reference is made to a "\$30 range" as though that were a niggardly price to pay, and the comparison with a \$100 typewriter heightens the impression that the "Andes" is a very high-priced range. The elaborate pains so often taken to avoid quoting prices usually produce a result exactly opposite to that desired, and as a rule it is

better to quote, even though the prices seem to be a trifle high. It is easier to associate the "quality" idea with a medium or high price than with a low one.

Some of the most convincing range advertising I ever saw was the printing, in a local paper, of a list of several hundred people, with addresses, who were users of a certain range. It isn't always possible to do that, but even

Treat Your Wife As Well as Your Office Help

The man in the office has his letters written on a typewriter for which he pays \$100, but the chances are he thinks a \$30 Range in the kitchen is good enough for the one who cooks his meals, and still people wonder why it is hard to get anyone to do housework.

"THE ANDES" RANGE is as much a saver of work for the housekeeper as the best labor-saving device for the office man.

"ANDES" is the best at any price. Won't you come in?

CAHEE & SPENCER.

a smaller list makes a very impressive showing and may be the means of introducing the subject between users and non-users where it would not otherwise be thought of. The list referred to covered only the city in which the dealer was located and contiguous territory. As I recall the ad, it stated that to the best knowledge and belief of the advertiser, every person listed was pleased with the range in every particular, and if there were any who were not, doubtless they "would recall the guarantee under which the range was sold

and the advertiser's reputation for 'making good,' or words to that effect.

Of course, the ad to which I refer was only one of many, most of which were given to definite statements as to what and how the range would perform, the printing of a guarantee that really meant something, quotations from remarks of satisfied users, etc.

A combination offer that ought to prove a winner. From the Oakland (Cal.) Tribune.

5 Sacks of Pine Blocks

FOR A DOLLAR with a Purchase of Half a Ton of Coal.

Big, full sacks. Fine, dry, straight grain pine for kindling, stove wood or grates. The best lot of pine blocks we've seen this year.

No one will be allowed to purchase this wood at this price unless they order one-half a ton of American Block Coal at the same time, the object being simply to introduce the coal.

AMERICAN BLOCK COAL (small lumps)—\$11.00 ton, or \$5.50 half ton.

AMERICAN BLOCK COAL (large lumps)—\$12.00 ton, or \$6.00 half ton.

AMERICAN FUEL CO.,
Oakland, Alameda, Berkeley,
California.

Where prohibition puts a kink in advertising. The parting words of a cheerful loser. From the Mobile (Ala.) Register.

One Day More

and the JIG is up—the JUG is doomed. What we have left has GOT TO BE sold, so take advantage of it. Come and see us and if we don't trade it will be your fault.

GOOD-BYE. We have had a good time, but now IT'S ALL OFF.

REUB. BAERMAN,
The Has-been Liquor Man.
Mobile, Ala.

Emphasizing the thought of age and stability. From the Pittsburg Dispatch.

"Old Glory"

had only 15 stars and 15 stripes, although there were 17 States in 1810 when this Bank was founded. This Bank has lived through four great wars: The war of 1812, the Mexican war, the Civil war and the Spanish-American war.

Capital and Surplus
\$5,300,000.00.

THE BANK
OF PITTSBURGH N. A.,
226-230 Fourth Ave.,
Pittsburg, Pa.

Argument, plus descriptions and prices and all in small space.

Complexion Brushes

are recommended by skin specialists. They say that neither vigorous massages nor strenuous applications of the wash rag will cleanse and stimulate the pores equally so well as a complexion brush. We've the "Vim," made of rubber, for 15c, also Bailey's at 40c. Goat hair brushes sell from 25c to 75c. White's holly back face brush, made of goat hair, sells for 50c. Other goat hair brushes up to \$1.50. Camel-hair brushes \$1.00.

GET IT AT EVANS'S,
Seventeenth and Chestnut,
Philadelphia, Pa.

Wouldn't this make you bread hungry?

Imagine the best bread you ever ate 'between meals' when you were a boy—rich, creamy, delicious bread that could be found at only one place in the world—home. Then imagine a bread that has the same full, wholesome, creamy color, but is richer and better, and much more nutritious. Then buy our New Century. It's always sweet and moist.

THE WESSELS CO.,
268 Main St. Tel. 162
Danbury, Conn.

In Cleveland the only Gain in 1908

The 1908 Record of the Four
English Papers of CLEVELAND
again shows the supremacy of

The Cleveland Plain Dealer

Ohio's Greatest Want Ad Medium

This past year has been one of conservatism. Money was spent only with a view of profitable and immediate return, and this fact alone explains why the Plain Dealer was the one paper in the city whose columns paid the users in a manner to warrant a gain.

Totals Comparing Number of Inches Published in the Classified Want Sections During the Year 1908.

SPACE IN INCHES

	Jan. 1 to Dec. 31 1908	Jan. 1 to Dec. 31 1907	Gain	Loss
PLAIN DEALER	153,662	153,535	127	
PRESS	91,760	114,103		22,343
NEWS	22,618	41,673		19,055
*LEADER	70,130	86,877		16,747

*Such a large percentage of the Leader's classified advertising is published free that in justice to the other three papers its figures should be entirely omitted in comparisons.

The Plain Dealer is the only Cleveland paper that daily publishes a sworn statement of its circulation. All books and records bearing on circulation are open at any time to inspection of the advertiser either in person or by expert.

Representatives

J. C. WILBERDING
805 Brunswick Building, New York

JOHN GLASS
Boyce Building, Chicago